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THE NATIONAL NEWSPAPER OF MARKETING

Manhattan Shirt Shifts Account to Daniel & Charles

$1,000,000 Billing Had Been at Doner & Peck; Truval Now Seeks Agency

NEW YORK, May 28—Manhattan Shirt Co. consolidated its account in one agency today by moving its men's division to Daniel & Charles, agency for its women's division since the end of 1955. The account has been at Doner & Peck.

Also making the move to Daniel & Charles is Arthur Strauss, Manhattan's ad manager, who is joining the agency as account executive. Manhattan's arrival at the agency poses an account conflict with Truval Shirt Co., which will leave as soon as it finds a successor.

Manhattan's total marketing budget will be about $1,700,000, according to Bob Leeds, marketing vp. Billings are expected to run between $800,000 and $1,000,000, although the account has been billing considerably more than that in the past few months, according to trade sources.

In its statement, Doner & Peck said the shift was being made because agency and client were not "seeing eye to eye on policy."

■ To this, trade observers add that the switch also may be a case of a client plunging too heavily into network tv. Company sales are good, but the company reportedly overreached itself in its sponsorship of Sammy Kaye's "Music from Manhattan" (ABC-TV) last fall and this spring. "The show just didn't sell that many shirts,"

(*Continued on Page* 8)

BREWERS NEW PUSH—*"Good for you!" reads the bold type in this color spread scheduled for the June 8 Life. In context it refers to the good work done by the fisherman in the illustration, although to others it might imply that beer is "good for you." The U. S. Brewers Foundation will attempt to promote consumption of beer with spreads like this running on a rotating basis in Life, Look and The Saturday Evening Post. In the past any mention of the therapeutic value of beer has been forbidden by the Federal Alcohol Administration Act. J. Walter Thompson Co. is the agency.*

At ABP Meeting . . .

Boost Sales 25% by '62 or Lag in Business Paper Field, Kobak Warns

Lasser Exec Predicts '57 Level to Be Regained in '60, Keep on Rising

SKYTOP, PA., May 26—Business paper advertising volume will stay down through 1959 but will advance at a faster pace than the economy in subsequent years. This prediction highlighted today's meeting of the Associated Business Publications here.

The crystal ball gazing was done by James B. Kobak, J. K. Lasser & Co., who reported on a "state of business" survey of ABP members. The survey figures were projected against business paper publishing curves covering the past four decades.

According to Mr. Kobak's figures, ABP business publications will likely finish 1959 with a 2.7% page gain and a 6.5% dollar gain, in spite of first quarter losses of 6.3% in pages and 2.5% in dollars, following a 12.9% page drop in 1958. The slight gain will fall far short of bringing the publications back to the 1957 boom year level—but watch out for the 1960s.

■ If space sales follow the post-recession figures of the past, the

(*Continued on Page* 77)

Cunningham to Contrary Notwithstanding . . .

Advertiser to Keep His Finger in TV Pie

Advertiser Feels Like Mother Hen Toward TV Investment, AA Finds

NEW YORK, May 28—Is the television industry in a transition period moving toward the separation of advertising and editorial functions?

This idea, coupled with a prediction that eventually the demarcation between tv editorial and advertising content would be as clearly drawn as in print media, was advanced a few weeks ago by John B. Cunningham, chairman of Cunningham & Walsh, in a speech at Ohio State University (AA, May 18).

■ Mr. Cunningham welcomed the trend as a means of freeing tv from "blind devotion to rating." The advertising iconoclast said he knew he was stepping into a controversial field when he advanced his prediction. On this point he was right.

A spot check by ADVERTISING AGE among some top agency, advertiser and network executives found no supporters for the latest Cunningham theory. They didn't agree (1) that tv is moving in the direction of divorcement of programming and advertising or (2) that such a development would be a healthy one for the industry.

On the contrary, they pointed to such factors as the advertisers' growing concern over the compatability of programming and commercial mood, the total image created by the company's tv vehicles, and sponsor identification. They emphasized the marketing and merchandising advantages accruing to an advertiser from his identification with such tv favorites as Dinah Shore, Lawrence Welk and Arthur Godfrey.

■ And industry sources noted what could be the start of a coun-

(*Continued on Page* 54)

More Ad Flexibility . . .

Magazines Turn to Split-Run Publishing

'Post' Select-A-Market Offers Variety of Splits—Geographic, Numerical

PHILADELPHIA, May 28—*The Saturday Evening Post* will go into regional marketing full-scale in October. With its issue of Oct. 10, when its 6,000,000 rate base becomes effective, the *Post* starts its Select-A-Market plan, perhaps the most flexible and complicated of the regional plans yet announced.

Also, in a bid for smaller advertisers, the *Post* will sell either one-third or two-thirds of its national circulation.

There are seven basic versions of the plan:

1. **National**—One advertiser using one advertisement in two-thirds or one-third of the *Post's* total circulation.
2. **Regional**—One advertiser us-

(*Continued on Page* 80)

MAB Listing of Top 25 Magazine Split Runs Is Enthralling Verbal Maze

NEW YORK, May 28—The year 1959 may very well go down in magazine history as the year magazine advertising went regional.

Look's Magazone plan (AA, May 11) focussed the attention of the advertising business on regional magazine concepts, since *Look* was the first of the mass magazines to announce regional editions and a new price structure based on use of seven standard market zones ranging from 400,000 for the Southwest zone to 1,164,000 in the Middle Atlantic zone.

The *Look* announcement, as well as *The Saturday Evening Post's* Select-A-Market plan, came on the heels of such longtime users of regional advertising editions as *Farm Journal, Sports Illustrated* and *TV Guide*.

■ At *Look*, Gil Maurer, manager of regional advertising, said there has been a "tremendous response" among agencies and advertisers to the Magazone plan.

Mr. Maurer said "six or seven" regional and national advertisers have already signed up, and up to

(*Continued on Page* 80)

Chrysler Shuffles Sales Groups Into 3 Divisions

DETROIT, May 27—Revamping of the entire sales structure of Chrysler Corp. and consolidation of its Plymouth and DeSoto sales operations into a single unit has been announced, to go into effect June 1.

The new setup brings into being a sales group of three divisions at the corporate level, to be headed by Edward C. Quinn, a vp who has been general manager of the Chrysler Motors Corp., a unit created a year ago for sales purposes, as distinct from Chrysler Corp. itself.

Mr. Quinn's new group will be

(*Continued on Page* 77)

Aubrey Elevation Sparks Shakeup of CBS-TV Brass

NEW YORK, May 29—CBS Television is going through its biggest program management shakeup in years.

The top level network changes started last Friday (May 22) with the elevation of James T. Aubrey Jr. to the office of executive vp with "general supervision of all CBS-TV network departments." Before his elevation, Mr. Aubrey was vp in charge of creative serv-

James T. Aubrey

H. Robinson Jr.

ices, a title last held by Louis G. Cowan, president of the network. Most industry sources think Mr. Aubrey is being groomed for the presidency, if and when Mr. Cowan decides to bow out.

Despite widespread rumors that he too is thinking of quitting the network arena, Mr. Cowan said he had no intention of leaving CBS.

A few days after the appoint-

(*Continued on Page* 77)

Last Minute News Flashes

National Guard Shifts to Richards from VanSant

WASHINGTON, May 29—The National Guard Bureau, which heard solicitations by six agencies including the incumbent, VanSant, Dugdale & Co., Baltimore (AA, May 18), has named Fletcher Richards, Calkins & Holden to handle its $300,000 account, effective July 1.

Duryea Resigns as Ethical Drug Head at DCS&S

NEW YORK, May 29—William E. Duryea, who left William Douglas McAdams Inc. last year to become vp in charge of the ethical drug division at Doherty, Clifford, Steers & Shenfield, has resigned. In another development in the ethical drug field, Gilmer Totten has reportedly resigned as vp of the McAdams agency.

Lever Tests Air-Wick Stik Deodorant

NEW YORK, May 29—Lever Bros. is testing an Air-Wick Stik deodorant in Boston, Hartford, Providence, Kansas City and Nebraska markets. The Stik version is an addition to Air-Wick's aerosol and wick lines. Foote, Cone & Belding is the agency.

Climalene Buys Linco Distributing Corp.

CHICAGO, May 29—Linco Distributing Corp., manufacturer of household bleaches, has been purchased by Climalene Co., Canton, O., maker of cleansers, detergents and water conditioners. Linco's agency is Henri, Hurst & McDonald; D'Arcy Advertising, Chicago, handles advertising for Climalene.

(*Additional News Flashes on Page* 81)

Six Brands Lead in All 21 Markets in Dailies' Study

CHICAGO, May 27—Among the more than 125 product categories covered in the 1959 Consolidated Consumer Analysis of 21 markets, only six brands took top honors in all markets.

The analysis was compiled from surveys made by 21 participating newspapers. They asked which brand consumers purchased most recently in each market.

■ The categories where the brand choice was unanimous in all markets were:

- Products for linoleum or tile floor—**Spic and Span**
- Toothpaste—**Colgate**
- Lipstick—**Revlon**
- Home permanents—**Toni**
- Facial tissues—**Kleenex**
- Brassieres—**Maidenform**

A dramatic switch was noted in the scouring cleansers category. In 1958, Ajax was most often named in 17 markets, and Comet in five. This year, Comet is favored in 15 markets; Ajax in five.

Kent cigarets scored more gains, being the No. 1 cited filter tip brand of women in 15 markets, and of men in 12 markets. Last year both women and men in nine markets named Kents. Among non-filters, Pall Mall scored highest among women in 20 markets (not surveyed in one) and Camel leads Pall Mall, 18 markets to two, among men.

■ Newspapers participating in the 14th consumer analysis are the *Chicago Daily News, Columbus Dispatch-Ohio State Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star* and *News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Newark News, Omaha World-Herald, Phoenix Republic* and *Gazette, Portland Oregon Journal, Sacramento Bee, Salt Lake City Tribune* and *Deseret News-Telegram, San Jose Mercury* and *News, Seattle Times, St. Paul Dispatch* and *Pioneer Press, Washington Star* and *Wichita Eagle*. #

Agency Man's Pay Advantage Is Thing of Past, Says Bolte

COLUMBIA, MO., May 26—It used to be, said Brown Bolte, of Sullivan, Stauffer, Colwell & Bayles, that advertising management people got the least, and agency-side guys got the most money.

But that's not true today, the agency president declared at the University of Missouri school of journalism here last week.

"Today corporate advertising people do just as well financially as their counterparts in media, services and agencies," he said.

Mr. Bolte conceded, however, that the best chance to be creative still comes with an agency job.

He said there are great job opportunities with agencies today. He said 2,800 agencies reporting to the American Assn. of Advertising Agencies indicated they employ 1,000 research people, 1,500 media men, 5,500 copy people, 4,000 art and layout employes, 2,000 tv and radio programming and production specialists, 1,500 mechanical production men, 6,000 account management personnel, 1,000 merchandising and 500 public relations people.

■ "Currently," he added, "there are 75,000 specialists working in the four major areas [ad departments of companies, agencies, media and suppliers]. Of these, 25,000 work for the country's 2,800 agencies; with clerical and administrative help included, the total is only 150,000.

"A reliable source estimates that only 15,000 of these people are top level executives. But this is a ratio of one out of ten. In how many businesses will you find that kind of opportunity to reach the top level?"

Burnet to 'Food Engineering'

Raymond K. Burnet has been appointed midwestern district sales manager of *Food Engineering*, a McGraw-Hill publication, to succeed Lockwood Seegar, who has resigned. Mr. Burnet, who will make his headquarters in Chicago, was formerly midwestern manager of *Quick Frozen Foods*.

Tampa Times Changes Name

Tampa Times Co., Tampa, Fla., owner of WDAE and WDAE-FM, Tampa, has changed its name to Smiley Properties.

'We're Gonna Strike Oil' . . .

Can Handle Another $20,000,000 in Billings, MacManus' Jones Declares

As Agency Marks 25th Birthday, He Recalls Rise from '34 'Starvation'

NEW YORK, May 26—Ernie Jones, an effervescent, 40-plus lover of advertising, is a man given to aggressive optimism that turns up in his speech.

"We're gonna strike oil; we're gonna be struck by lightning," the bouncy boss of MacManus, John & Adams, Bloomfield Hills, Mich., is apt to say when he's asked about his agency.

"We're gonna strike oil," he told ADVERTISING AGE on the occasion of the agency's 25th anniversary in business. "Big companies are splitting off new products because they can't be handled by their present agencies, which have conflicts. Smaller companies are coming up, and they can't get into the big agencies because of product conflicts. I want to get us in line to be struck by lightning."

■ Mr. Jones was in New York today to host an agency birthday party for the press. He was, however, a trifle wary of his customary "lightning" figure. His Detroit-to-New York plane had indeed been struck by lightning, he said, and the experience was still vivid.

But Mr. Jones was otherwise his irrepressible self. "We could add $20,000,000 in billings, and it won't take ten years to do it," he said. "On the other hand, it doesn't matter if it does—'if the good Lord is willin',' as Arthur Godfrey says; I've got a good 10 or 15 years to go. In the meantime we're laying a foundation to grow on."

■ MacManus, John & Adams, which billed $35,700,000 last year, has been growing for 25 years, with an occasional stubbed toe to show for the climb. Billings, when Mr. Jones took over as president in 1955, were $38,800,000. "They went to $40,100,000 by 1957—the high point—and down to $35,700,000 last year, which is to my credit,"

(Continued on Page 82)

I said his mother served MARGARINE and that's when he hit me
serve HOTEL BAR BUTTER
Does A Good Mommy Substitute ONLY MARGARINE For REAL BUTTER?
serve HOTEL BAR BUTTER

BUTTERING UP—*Hotel Bar Butter has launched a three-month drive stressing the "doubt, anxiety and guilt a housewife is likely to experience when using oleo" instead of butter. The ads triggered a telegram from the New York Oleomargarine Council protesting the "unjust insinuations and the half truths" in the ads. Pace Advertising, New York, is the Hotel Bar butter agency.*

Supermarts Urged to Use More Salesmanship

'Complacent Sameness' Is Criticized at SMI by Consultant Arnold

ATLANTIC CITY, May 27—Supermarkets—and their newspaper advertising—are marked by a complacent sameness which leaves them vulnerable to alert competition, Stanley Arnold, merchandising and sales management consultant, told the closing session of the 22nd annual Super Market Institute convention here today (*for other news of the SMI convention see earlier story on Page* 36).

Mr. Arnold was one of six speakers who wound up the four-day convention, in the course of which some 13,000 supermarket operators listened to more than a score of speakers elaborate on the convention theme: "How to harness the power of people and ideas."

The speaking sessions ended with luncheons; afternoons were devoted to visiting the more than 500 exhibits set up in Convention Hall, where sellers of millions of dollars' worth of equipment, supplies and services vied for the supermarket operators' dollars.

■ By and large, the affluent supermarket moguls were a happy lot this year, as they have been for some time now. Quite a few, in terms of their business, were not even aware that the country had suffered a recession in 1958.

Many more looked back on a year of expansions and announced plans to do it again in 1959, despite the fact that an SMI report last December showed that weekly sales of new 1958 stores averaged 9% smaller than those of the 1957 crop of newcomers.

It appeared that many of the operators were planning to expand their non-food lines as one way of increasing their profit margins, and would probably pay small heed to the warnings of a department store president who spoke earlier in the week about the dangers of changing the "basic personality" of a supermarket.

One New York operator had just begun construction of a Golden

(Continued on Page 79)

Frank Agency Offers Anti-Inflation Symbol

CHICAGO, May 26—Clinton E. Frank Inc. has declared war against inflation.

The agency has prepared a "fight inflation" emblem which it has photographed and mailed to all clients for possible use in the client's print advertising. The emblem urges readers to write their congressman to protest the spread of inflation.

The Frank agency also has developed a short "fight inflation" line for inclusion in radio commercials and, where possible, in live tv commercials.

Any other advertiser who wishes the emblems may obtain them from the agency without charge. #

TV Commercials to Vie with Theater Ads at Cannes Fiesta

CANNES, May 29—Final arrangements were being made here today for the sixth annual International Advertising Films Festival.

More than 500 films from some 20 countries will be shown here during the week of June 9-13, competing for prizes in a number of categories.

Some 800 delegates from the world of film advertising are expected to attend the festival in this French Riviera resort city.

■ This year, for the first time in the history of the festival, there will be a considerable number of television film entries. Previously, the competition was dominated by films made for showing in European movie houses.

More than 50 tv films have been entered by U. S. producers alone. The number of television prize categories has been expanded to five and this time there will be a *Grand Prix* for tv as well as for cinema advertising.

A 12-man jury of advertising executives from 12 countries will judge the entries. The American member of this jury will be John Freese, manager of radio-tv production at Young & Rubicam, New York.

The festival is sponsored by two groups—International Screen Advertising Services (ISAS) and International Screen Publicity Assn. (ISPA).

FRANCE-ECRANS SETS PACT WITH ALEXANDER

PARIS, May 29—France-Ecrans, one of the oldest producers of advertising films, has signed an affiliation agreement with Alexander Film Co. of the U.S.

The two will now be associated producers.

The agreement was announced here by Henri Chaplais, founder and president of France-Ecrans.

(Continued on Page 82)

Baker, Tilden Head Agency as Wherry Resigns

CHICAGO, May 29—Larry A. Wherry has resigned as president of Wherry, Baker & Tilden, and on July 15 the agency will become Baker, Tilden, Bolgard & Barger.

Louis E. Tilden, vp and radio-tv director, will become chairman; Bruce A. Baker, vp and creative director, will be president.

The two new principals are Clifford E. Bolgard, vp and media director, and Harry D. Barger, vp and account supervisor.

Larry Wherry

Mr. Wherry said he sold his interest in the agency to his associates because he had "reached a point where I want to take a fresh look at things." He said he had "several things under consideration" but has made no decision.

Wherry, Baker & Tilden was formed in May, 1954, when the principals bought the old Sherman & Marquette agency from their employers, Stuart Sherman and Arthur F. Marquette. (The autonomous Sherman & Marquette agency in New York became Bryan Houston Inc. at the same time under the same arrangement.)

Bruce Baker

Louis Tilden

Messrs. Sherman and Marquette, onetime Lord & Thomas executives, opened Benton & Bowles-Chicago in 1937 as an independently operated branch of the New York agency. They bought the Chicago agency from B&B, New York, in 1940, and two years later opened a New York office. It was separated into two corporations in 1952.

Harry Barger

Clifford Bolgard

Wherry, Baker & Tilden billed about $7,000,000 last year. Its accounts include Quaker Oats Co.

(Continued on Page 34)

Hearst Unit Adds Avon Publications

NEW YORK, May 27—Hearst Magazines has acquired all titles and assets of Avon Publications, 20-year-old publisher of a line of paperbacks. The purchase price was not disclosed.

According to Hearst, the purchase involved all titles, copyrights, inventory, good will and working assets of the company, but did not include the corporate title, Avon Publications Inc. The company will be operated, however, as the Avon division of Hearst Magazines, which has distributed the pocketbooks since 1952. #

ABP Hears Plan to Give Uniform P. O. Information

Riley Tells How 55 Centers Will Disseminate Postal Rulings Rapidly

SKYTOP, Pa., May 27—A new communications system within the Post Office Department may eliminate a major source of confusion for advertisers, agencies and publications.

The new plan was outlined for members of the Associated Business Publications today by Edwin A. Riley, director of the postal services division of the Post Office.

In the past, Post Office rulings on particular advertisements have been pretty much a local matter, with only a local postmaster, a publisher and the advertiser aware of just what has taken place. This has been particularly true in the case of publication inserts. The newly developed system, however, will call for dissemination of rulings immediately to all post offices.

■ Under the new procedure, Mr. Riley explained, "the 55 largest post offices have been designated as postal services centers. Each of

(Continued on Page 79)

DISPLAY BUILDER'S ART—*Several sizes of dogs can be created by combinations of cans of Wilson & Co.'s new Robust dog food (AA, May 25). The cans were designed this way to offer display impact possibilities on store shelves. Though already nationally marketed, Robust won't be advertised for at least several weeks, according to Wilson.*

United Artists to Push 'Horse Soldiers' on Fight Broadcast

NEW YORK, May 27—For the first time in the history of radio, a championship prize fight will be used to publicize a movie. United Artists Corp. and Mirisch Co. bought the radio rights to the Floyd Patterson-Ingemar Johansson heavyweight bout from TelePrompTer Corp. for a reported $100,000. As this story went to press the network had not been

(Continued on Page 82)

Magazine Liquor Ads Up 1.9% in '58, 'Newsweek' Finds

NEW YORK, May 27—Liquor advertisers spent a total of $32,927,052 in magazines during the calendar year 1958, to buy 3,218.84 pages of space. This was a gain of 6.4% over 1957 expenditures of $30,950,042, and a gain of 1.9% over the 3,158.34 pages bought for liquor advertising in '58.

These figures were released today by *Newsweek* in its annual study of magazine liquor advertising. The survey was made for the publication by Clark Gavin Associates.

"The five magazines receiving the greatest number of advertising pages from distilled-spirits advertisers in 1958," the report said, "were *The New Yorker*, with 583.66 pages; *Newsweek*, with 272.67 pages; *Life*, with 257.15 pages; *Sports Illustrated*, with 240.52 pages, and *Time* with 226.69 pages. *Cue* was in sixth place with 225.45 pages. The six leaders accounted for 56.1% of all pages placed in national magazines.

■ "As compared with 1957, *Life* dropped from second place to third, while *Newsweek* went from third place to second. *Sports Illustrated* replaced *Time* in fourth place.

"In dollar volume, the six lead-

(Continued on Page 30)

Decentralized Market, Agency Setup Helps Carling Become No. 5 Brewer

Brewer Chalks Up 877% Sales Increase in '49-'59 Decade

By Emmett Curme

CHICAGO, May 26—The meteoric sales rise of Carling Brewing Co. from 62nd place in 1949 to fifth position last year among U.S. brewers was told to the American Marketing Assn. today by Ralph I. Allison, Carling's director of market research.

Ralph I. Allison

Mr. Allison pointed out that Carling sold 361,500 bbls. in 1949. In 1958, the company sold 3,531,182 bbls. of beer and ale—a record for the Cleveland brewer—which moved Carling into fifth position for the first time behind Anheuser-Busch Inc., Jos. Schlitz Brewing Co., Falstaff Brewing Corp. and P. Ballantine & Sons.

During the same period, Carling increased its share of the beer market from less than 1% in 1949 to more than 4% in 1958, Mr. Allison asserted.

■ In a discussion of changing patterns of brewers, Mr. Allison pointed out that the top 15 brewers sold 35,000,000 bbls. in 1949, or 40% of total industry sales of 86,000,000 bbls. Last year, he said, the top 15 brewers had sales of 48,000,000 bbls. or 57% of the 84,000,000 bbls. sold by the entire industry.

Only nine of the first 15 brewers in 1949 were still in that select group last year, he said. He listed the newcomers, in addition to Carling, as Theo. Hamm Brewing Co., Lucky Lager Brewing Co., Stroh Brewing Co., C. Schmidt & Sons and Drewrys Ltd. U.S.A.

One reason for the brewer's rapid rise was the Carling management's forecast of the swing to popular price beers and the introduction in 1950 of Black Label beer, Mr. Allison said. He cited the big sales progress of Black Label beer, accomplished even with the beer scarcely entering such markets as New York, Chicago, Philadelphia, Milwaukee, Minneapolis-St. Paul, San Francisco, Los Angeles and New Orleans.

■ He disclosed that Carling invested $4,600,000 in advertising for Black Label last year and will invest $5,600,000 this year for the brand. The brewer also invested $423,000 in 1958 to promote its Red Cap ale; Carling will spend $472,000 on Red Cap advertising this year, Mr. Allison said.

In discussing the Carling sales operation, Mr. Allison said it is composed of three divisions and 14 regions. The brewer has divisional, regional, state and district managers—all with specific responsibilities and assignments of distributor areas. Each district manager is responsible for about six distributor markets, he said. Carling has about 700 distributors in the U.S., he added.

■ Mr. Allison attributed Carling's growth in the past ten years to the following factors:

• A management aware of the significant progress to be achieved

(Continued on Page 58)

Seeman Buy of Seabrook Leaves Ad Picture Dim

'All Too New Yet,' Says Seeman After $3,000,000 Buy of Food Marketer

BRIDGETON, N. J., May 27—Control of Seabrook Farms Co., 65-year-old pioneer quick frozen foods packing company, has been sold for $3,000,000 to Seeman Bros., New York food wholesaler, by Charles F. Seabrook, 78-year-old founder and board chairman. Purchase gives Seeman Bros. 68% of the voting stock (*see earlier story on Page* 75).

Anderson & Cairns, New York, is the advertising agency for Seeman Bros. Seabrook's agencies are Kastor, Hilton, Chesley, Clifford & Atherton for the Snow Crop division and Smith/Greenland Co. for Seabrook products. The company spends in excess of $500,000. This is expected to be expanded.

■ Samuel Winokur, vp and director at Seeman and new Seabrook president, has also been in charge of Seeman's advertising. He is a lawyer by training, with a food industry background. He was with Grand Union Co., retail grocery chain, before joining Seeman.

Mr. Winokur could not be reached for comment on Seabrook's advertising plans, but J. Stanley Seeman, president of Seeman Bros., told ADVERTISING AGE, "It is all too new yet. There are a million details to be decided."

■ Seabrook packs under the Seabrook Farms and Snow Crop labels. Sales for the fiscal year ended Feb. 28 were $30,000,000 and net income was $713,000.

Seeman Bros. sales for its fiscal year ended June 30, 1958, were $84,247,000, but net income of $254,000 was considerably less than Seabrook's. Seeman's principal brands are White Rose and Premier. Seeman acquired Francis H. Leggett Co. and its Premier brand line for $3,500,000 two months ago.

The sale climaxed a bitter family dispute in which three sons, John M., president since 1955 under a voting trust, C. Courtney, a vp, and Belford L., a director, tried to have the elder Mr. Seabrook declared legally incompetent. The father recently obtained his release from a private hospital under writ of habeus corpus, charging he had been detained by the family against his will. #

Dane Bernbach Doyle

TRIO AT TEN—*Maxwell Dane, vp and general manager; William Bernbach, president, and Ned Doyle, exec vp, seem well satisfied as they contemplate their ten years together.*

All This and Awards, Too ...

Copy Impact Brought DDB Agency to $22,000,000-a-Year Billings Level

Agency Marks Tenth Birthday, Ticks Off Record of Client Growth

NEW YORK, May 27—Of all the ways an agency can win fame and fortune for itself and its clients, there are two most frequent:

- The sheer weight of advertising.
- The impact of the advertising.

For Doyle Dane Bernbach Inc., celebrating its tenth anniversary June 1, there's no question but that the freshness, originality and piercing quality of most of its advertising has done the trick.

This is not to say that the billings are anything to sneer at. When two Grey Advertising vps, William Bernbach and Ned Doyle, teamed up with agency owner Maxwell Dane ten years ago, they opened shop with "not enough in billings to support us."

Among their 1949 clients were Ohrbach's (which came from Grey), Henry S. Levy & Sons, Fairmont Foods Co. and the Grocery Society.

They closed the first year with about $1,700,000 on the books. By 1953 they had $5,000,000. Two years later they billed $11,700,000 and ranked about 54th largest

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POP'S POPULAR—*This photo illustrates a forthcoming (and still incomplete) Father's Day ad for Ohrbach's. The head reads, "For the Dad who has everything, find new gift ideas at Ohrbach's." Doyle Dane Bernbach is the agency.*

National Media Don't Cover N.Y., Dailies Tell Auto Makers

DETROIT, May 28—As reported exclusively in the May 18 issue of ADVERTISING AGE, New York City's seven daily newspapers—in a rare cooperative move—put on a presentation here this week for General Motors, Ford, Chrysler and American Motors.

The color slides emphasized New York's "dominant leadership as an auto market through striking comparisons with other major markets on passenger car registrations and new car sales."

The presentation, given Tuesday, yesterday and today, stressed "significant changes" which have made New York a "better new car marketplace." It also highlighted "the massive replacement potential" for new cars in New York and surrounding suburban areas.

■ Sponsored jointly by the *Herald Tribune, Journal-American, Mirror, News, Post, Times* and *World-Telegram & Sun*, the presentation pointed up the "inadequacy" of national media in covering the New York area.

BOW—*After a six-week drive in test markets, DWG Cigar Corp. is introducing its new Marlin small cigars in 37 cities in the Midwest and California.*

CandyGram Seeks Agency Following Reach Departure

New Jersey Bell Calls Telegraphic Account 'Conflicting'

CHICAGO, May 29—CandyGram Inc. is in the process of interviewing agencies to replace Reach, McClinton & Pershall.

About 9 agencies are reportedly in the running, all Chicago-based or with fully-staffed offices here. Final selection is expected about mid-June.

CandyGram said Reach, McClinton resigned the account in late April, reportedly because another client, New Jersey Bell Telephone Co., objected to the competitive nature of candy by wire. (New Jersey Bell is handled by Reach, McClinton & Co., New York, a separate corporation but fully integrated with RM&P, Chicago.)

CandyGram, a candy-by-wire service established last January (AA, Feb. 9), uses the facilities of Western Union. Stevens Candy Kitchens, Chicago, supplies the candy, which is stored in freezers in Western Union offices and delivered with telegrams inserted.

■ The company launched its initial advertising in late January with a print campaign costing more than $100,000. Ed Dore, Stevens Candy vp who has been handling CandyGram advertising, said the company will do no further media advertising until fall. He added that the budget has not been determined.

Competing agencies were selected by officers of the company, including Maurice P. Sher, chairman; William H. Rentschler, board chairman of Stevens and president of CandyGram; Walter Nelson, vp and general manager of CandyGram, and Mr. Dore. #

Dwight Reynolds Named Alberto Culver A.M.

Alberto Culver Co., Chicago, manufacturer of hair preparations, has appointed Dwight S. Reynolds advertising manager, a position vacant for some time. Mr. Reynolds formerly was a radio-tv account supervisor at Young & Rubicam. Before that he was with Calkins & Holden and ABC-TV, Chicago.

Miller, Marin Join Burnett

Gordon (Barry) Miller Jr. and F. Joseph Marin have joined Leo Burnett Co., Chicago, as account executives. Mr. Miller formerly was vp in charge of sales of Gordon Miller Co., Cincinnati, industrial incentive awards company. Mr. Marin previously was an account executive with D'Arcy Advertising Co., Chicago.

Highlights of This Week's Issue

Manhattan Shirt moves its men's division from Doner & Peck to Daniel & Charles, consolidating account in one agency; Manhattan's ad manager, Arthur Strauss, moves to Daniel & Charles as account executive ..... **Page 1**

Associated Business Publications meeting hears "state of business" survey report which predict 1957 level will be regained in '60, with rapid rise following ..**Page 1**

Chrysler Corp. revamps its entire sales structure, consolidating Plymouth and DeSoto sales operations into single unit ..... **Page 1**

Ernie Jones, bouncy boss of MacManus, John & Adams, tells Advertising Age at agency's 25th birthday party his agency can handle another $20,000,000 in billings ..... **Page 2**

Larry Wherry resigns as president of Wherry, Baker & Tilden, which July 15 will become Baker, Tilden, Bolgard & Barger ..... **Page 2**

Doyle Dane Bernbach Inc., celebrating its 10th anniversary, credits copy approach to client growth ..... **Page 3**

Carling Brewing Co.'s rise from 62nd place in 1949 to fifth place last year, made possible by decentralized market and agency setup, impresses meeting of American Marketing Assn. ....**Page 3**

Independent tv film producers and theater and stage employes join forces to battle what they call the "monopolistic tactics and unfair business practices" of the tv networks ..... **Page 22**

Advertising occupied 55.2% of the average weekly newspaper in 1958, compared with 59% in 1957, study of weekly newspapers reveals ..**Page 23**

Weekly newspapers in the U.S. continued their record climb in paid circulation in 1958, N. W. Ayer & Son's "Directory of Newspapers and Periodicals" reports ..... **Page 23**

Eldridge Inc., Trenton agency, wins award for distinguished service on radio series about the ad business ..... **Page 26**

"End deadly sameness" and become "merchants again" instead of scientific "food distributors," Henry J. Eavey, president of the Super Market Institute, tells more than 13,000 supermarket operators at the annual SMI convention ....**Page 36**

Among the nearly 400 already signed up for the second annual Summer Workshop on Creativity in Advertising to be held Aug. 5-8 in Chicago, are admen and adwomen from 32 states, Canada and Mexico ..... **Page 48**

Ward's 1959 Automotive Yearbook reports the cumulative sales goal by 32 leading foreign auto importers of 480,000 cars in the U.S. this year "may well be on the conservative side" ..... **Page 49**

S. C. Johnson & Son holds press conferences to say it is "disturbed" at the implication by car companies that 1959 cars will never need polishing ....**Page 50**

A company's good name—created and maintained by advertising—is quite as important a part of its capital investment as lathes and buildings, McCann-Erickson's Harper says ..... **Page 63**

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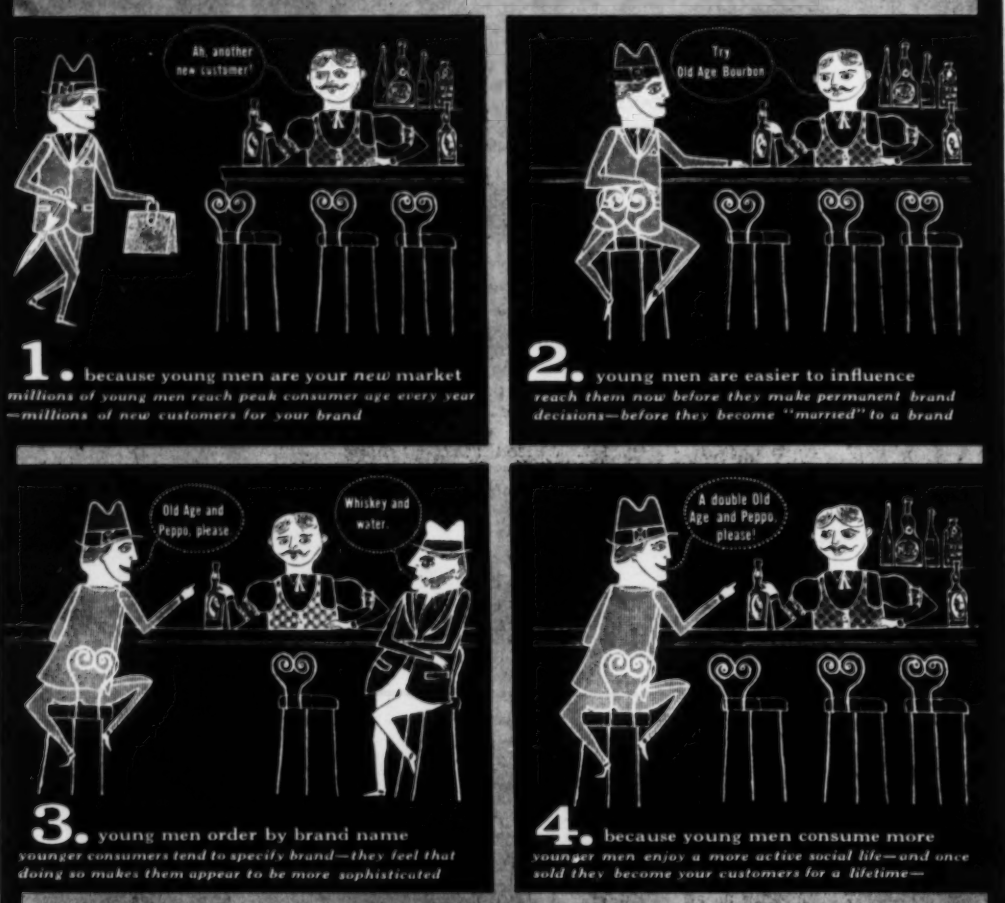
BEVERAGE ADVERTISING BELONGS IN PLAYBOY



1. because young men are your *new* market
millions of young men reach peak consumer age every year —millions of new customers for your brand

2. young men are easier to influence
reach them now before they make permanent brand decisions—before they become "married" to a brand

3. young men order by brand name
younger consumers tend to specify brand—they feel that doing so makes them appear to be more sophisticated

4. because young men consume more
younger men enjoy a more active social life—and once sold they become your customers for a lifetime—

the young men's market *is* the playboy audience

Playboy's current monthly circulation 890,357 (ABC)—greatest concentration of male readers in the important 25-44 age bracket—your prime beverage market.

The new Starch Consumer Magazine Report confirms Playboy's excellence for beverage advertising. Want the facts? Write for a copy of the new "Beverage Advertising—Magazine Facts Checklist."

PLAYBOY · 232 E. Ohio St., Chicago, MI 2-1000 · 720 Fifth Ave., New York, CI 5-2620

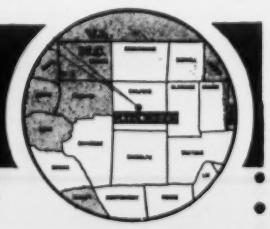
"This is the size we use in the Growing Greensboro Market!"

Set off a chain reaction! End up with carloads of sales by cashing in on one of the South's real big super-markets—the Growing Greensboro Market. It's a top shopping-and spending area, where one-sixth of North Carolina's population accounts for one-fifth of the state's $4 billion in total retail sales annually. This makes the Growing Greensboro Market the second best in the South and fourth best in the Nation in per family retail sales. If you want to pile those carts full with your particular product you will automatically select the Greensboro News and Record as your major advertising medium. Over 100,000 circulation daily. Over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"THE pre-selling accomplished through THIS WEEK Magazine gives tremendous impetus to our sales and profits with fast turnover of national brands. We believe THIS WEEK is the ideal medium for the manufacturer who wants to help us sell more of his products through our supermarkets."

Tom Borman

Tom Borman
President, Food Fair Markets, Inc., Detroit, Michigan.
(33 stores. $73,008,000 annual volume)

To Move Goods Fastest...Buy The Big One

This Week
MAGAZINE

This Week in Washington . . .

Next Census May Include Family Data

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 28—The U. S. is sometimes accused of being too materialistic; there are social scientists who claim this tendency even extends to our government's choice of statistical programs.

In a protest filed with the House appropriations committee recently, Dr. Thomas P. Monahan, sociologist for the Philadelphia municipal court, complained, "It is no exaggeration to say that in some important ways we know more about pigs and insects, about tv sets, flush toilets and even food freezers, than we do about the composition of the population in the U. S. or the American family."

Sociologists have been uneasy since the 1950 population census. In the past the decennial censuses were the single most important source of detailed information needed for important research analysis. But in the money famine that occurred after the 1950 census was taken, the Census Bureau unexpectedly abandoned plans for a key publication, "Detailed Statistics on Families," and the crestfallen sociologists were left high and dry.

Dr. Monahan complained, "We are the most married and most divorced people in the civilized world, but we have no national statistics on marriage and divorce. Juvenile delinquency is alleged to be a most urgent national problem; yet no federal agency is collecting detailed statistics on this subject."

He charged that pleas for better social statistics are given little attention by business-minded government administrators. On their part, government people sheepishly concede the sociologists were short-changed in 1950. Fortunately the budget outlook is better this year, and Census people are hopeful that they will be able to redeem themselves.

Ad Unit to Be Revived—If . . . *Commerce Secretary Lewis Strauss has given a green light for the revival of an advertising industry advisory committee to work with his department, but there is an "if." The "if" is that the committee is to be appointed after Mr. Strauss gets confirmed by the Senate.*

Even if it comes into existence, however, the advisory committee will not enjoy the top level status which the advertising advisory committee had during the days when Charles Sawyer was secretary. During the Sawyer regime, the advertising committee was an independent organization, with a fulltime director, reporting directly to the secretary. Under the circumstances, it is hardly surprising that relationships between advertising and the Department of Commerce were particularly fruitful.

Under the plan now being considered to revive the advertising advisory group, the committee would function as a subcommittee of the national distribution council.

Kintner Backs Senate 'Rights' Earl W. Kintner, Federal Trade Commission's dedicated general counsel, who has been promoted to commissioner, assured senators the other day that he will not be embarrassed if their offices call to learn about the status of any case which the commission is considering. Under questioning by Sen. Andrew F. Schoeppel (R., Kan.), Mr. Kintner declared that senators are welcome to inquire. "I have no objection to giving you the same kind of information I would give any other member of the public," he declared.

As senators signified their support for the Kintner nomination, Sen. Warren Magnuson (D., Wash.), chairman of the committee on interstate and foreign commerce, used the occasion to prod FTC for more action on drug prices and drug advertising. He is convinced that miracle drugs are overpriced and their merits oversold. "If you look hard enough," he told Mr. Kintner, "I am sure you will find more price-fixing cases."

Rollaids Get Hit Twice *If you have been wondering about the news story this week reporting a Federal Trade Commission cease and desist order against "white coat" stomach acid tv commercials for Rollaids, direct your questions to United Press International. That cease and desist order was issued in May, 1958, but for reasons known only to itself, UPI distributed another story about it early this week. Some of the nation's top newspapers picked it up, and Rollaids got a second dose of unpleasant publicity.*

MPA Cagy on Budget Support It would have been interesting to record the conversation at the White House the other day when Robert Kenyon, president of Magazine Publishers Assn., was summoned for a pep talk on the need to rally support for the President's $77 billion budget.

Magazine Publishers Assn. has been far from enthusiastic about portions of the budget, particularly the sections dealing with the need for further increases in postage rates.

Being a diplomat, Mr. Kenyon reportedly excused himself by pointing out that his association has no way of influencing the action of its individual members.

FCC to Act 'Like Judges'? *FCC Chairman John Doerfer, back from a trip to Japan, staunchly defends the need for out-of-court meetings between commissioners and industry people on policy issues which are up for consideration at the commission. "On matters of broad policy," he told the FCC Bar Assn., "we function like congressmen. No one ever said a law was illegal because congressmen who voted on it talked with interested people in their private offices."*

■ *He conceded, however—rather late in the game—that some of the matters which FCC classifies as "rule-making" involve valuable property rights and should be treated as "judicial." Attorneys who heard the speech came away with the impression that Chairman Doerfer now thinks the court of appeals is right when it bounces back some of the "rule making" decisions, such as the St. Louis Channel 2 case, where FCC members engaged in out-of-court fraternizing before voting to shift valuable vhf channels from one community to another.*

On broad issues, however, Chairman Doerfer insists, he can't fully "educate" himself unless he is free to use whatever resources he can to keep up to date on the problems of the industry.

■ *"If we are going to have to behave like judges," he complained, "then you might as well turn this job over to administrative courts. You don't have any need for us, or for our staff of 1,200."*

Former FCC General Counsel Ben Cottone asked whether the commissioners shouldn't depend on their staff for information. "I'm the one who has to make the decision," Chairman Doerfer said. "The staff doesn't always see things the right way. I have to get my own information. From the time I get up until the time I go to bed, I am working on FCC matters." #

Industrial Equipment News
IEN
FOUNDED 1933
• For routing to others concerned with production, engineering, design and maintenance
APRIL, 1959
THIS IS PRODUCT INFORMATION HEADQUARTERS
in this issue
News and information about more than 1200 products—all aimed at helping you with your product and production problems. What do you need?
Reader Service Form 16, 88
Useful Information 52
New Literature 28, 76
Index to Advertisers 102
"I Wish I Had" 104
PRODUCT INFORMATION HEADQUARTERS
BPA

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The 15½ million family members who enjoy Better Homes and Gardens each month (including husbands as well as wives) are thirsty for ideas about living better and how to go about it. And that's exactly what they find in their favorite idea magazine.

Every single page of Better Homes and Gardens is devoted to family service. And what a wide, wide world of interests that covers—not only at home, but away from home, too!

More and more advertisers are discovering the tremendous sales power of BH&G's brand of what-to-do and where-to-get-it ideas. Want proof? See your Better Homes and Gardens representative! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,700,000 COPIES MONTHLY

Agency Does Mail Ads Cheaper, Says Sackler; Not So, Says Abbott's Pratt

NEW YORK, May 27—An old question in ethical drug circles—the direct advertising vs. use of an agency—provoked a hot discussion today at the annual promotion clinic of the Pharmaceutical Advertising Club of New York.

Three agency men and three company ad directors locked horns in a two-hour panel discussion which produced little agreement on anything.

The discussion reached a climax of some kind when Dr. Arthur M. Sackler, board chairman of William Douglas McAdams Inc., and William D. Pratt, advertising manager of Abbott Laboratories, traded verbal blows on the agency issue.

■ Mr. Pratt was a logical target, since Abbott, alone among the big producers in the field, continues to prepare and place all of its ethical drug advertising without the aid of an agency.

Dr. Sackler, presenting the case for the outside agency, aroused Mr. Pratt when he asserted that a direct mail job done by an agency invariably costs less than one done internally by an advertiser.

Mr. Pratt asked how many people an agency needs for every $1,000,000 of billing. Robert E. Wilson, head of the agency bearing his name, replied that the rule of thumb is 10 to 12 people, but that this runs somewhat higher in the ethical drug field "because we don't get those juicy 15% commissions on tv."

With this answer, Mr. Pratt drove home his point. In the agency business, he said, you get $100,000 of advertising per person. At Abbott, he said, counting secretaries and typists, "we produce $195,000 of advertising per person."

■ Dr. Sackler immediately asked Mr. Pratt if it wasn't true that Abbott used a good deal of multicolor work in its direct mail. Mr. Pratt said yes.

Dr. Sackler then asked what kind of runs Abbott used. Mr. Pratt said runs of 100,000 to 200,000 "consistently."

"That's exactly my point," Dr. Sackler said triumphantly. "If we had big runs like that all the time, we could do it for less also. The trouble is we have all kinds of small runs."

"We can have such big runs because we save so much money for our employers," Mr. Pratt retorted.

It was obvious throughout this discussion that the agency men and the ad directors were looking through completely different lenses.

The three agency men—Charles R. Jordan, president of Jordan, Sieber & Corbett, was the third—all insisted that it was necessary for a client to share its marketing secrets with the agency.

■ G. Mallory Freeman, advertising manager of A. H. Robins Co., and Phillip Ritter, marketing and sales manager of Wm. S. Merrell Co., couldn't quite understand this point of view.

Mr. Freeman wanted to know why an agency will be able to produce better advertising if it knows the profit earned by a particular product. And Mr. Ritter went further by stating that an agency should stick to its knitting—advertising—and not get involved in broad marketing areas.

Mr. Ritter said that when an agency moves beyond its advertising function, it runs into all kinds of problems—such as "unbillable areas"—and its profit suffers. "The agency should confine itself to the area it knows best," he advised.

Mr. Wilson and Dr. Sackler emphatically rejected this viewpoint. Mr. Wilson said that in the eight years his agency has been in this business he has lost a number of accounts and he maintained that in virtually every instance it boiled down to the failure of the client to take the agency into its confidence.

■ Mr. Wilson pointed out that when an agency is asked to work on a day-to-day basis, just producing ads on demand, "sooner or later the creative instinct becomes frustrated and the quality suffers."

Dr. Sackler, who said that in his experience the main reason why agencies lose accounts is a change in management at the client, insisted that no agency can perform well if it does not have access to all the pertinent marketing data.

He cited the example of a company introducing a new steroid product. To introduce this product, it may have to cut down on its antibiotic advertising. An agency handling a competitor may then decide that one of the ways to counter the new product is to have its client increase its antibiotic advertising. "We don't operate in a vacuum," he pointed out.

Dr. Sackler said it is definitely to the advantage of a company to use an outside agency. It doesn't pay for a company to mix disciplines, he pointed out. He noted that the average agency earns 1.5% on billings and he questioned why a pharmaceutical company, which enjoys much higher profit margins, should bother about a complete advertising department.

■ Dr. Sackler pointed out that the largest advertisers in the country, those spending millions of dollars, could easily buy out any agency in the country but they don't, he pointed out, because they do not see the point of getting into another business.

Dr. Sackler also jocularly suggested to Mr. Pratt that an agency can serve another useful purpose—when something goes wrong, one can always blame the agency.

With the exception of Dr. Sackler, the panel members seemed to be in agreement that a company should use two different agencies to avoid product conflict. Dr. Sackler, whose agency has handled a number of competitive accounts down through the years, said he could see no objection to the practice of handling competitive accounts. It's a question of know-how, he said. If it comes to a choice of know-how or exclusivity, he pointed out, a client would be well-advised to take the know-how and forget about the exclusivity. #

Philip White Joins Buchen as VP, Account Supervisor

Philip M. White, former vp and member of the board of Reach, McClinton & Pershall, has joined Buchen Co., Chicago, as vp and account supervisor. Mr. White also has been vp and general manager of the Chicago office of Calkins & Holden and an instructor in advertising at Northwestern University.

Philip M. White

Mr. White's father, the late Frank White, founded Critchfield Advertising Agency in 1893. His son, Lyman, is an account executive with Leo Burnett Co. in Los Angeles.

A WINNER—*Massey-Ferguson, Racine, Wis., farm implement manufacturer, won the top award for product or service color ad campaigns in the Chicago Federated Advertising Club's 17th annual ad competition. The above color spread, part of a four-page ad running in May and June farm publications, is part of the award-winning campaign. Needham, Louis & Brorby, Chicago, handles the account.*

Aves, Shaw & Ring Formed as Affiliate of Shaw Advertising

GRAND RAPIDS, May 28—Wesley Aves, John W. Shaw and Kenneth C. Ring have formed Aves, Shaw & Ring to service the advertising accounts formerly handled by Wesley Aves & Associates.

The new Aves, Shaw & Ring agency, effective July 1, will become an affiliate of John W. Shaw Advertising, Chicago, which will continue its own operation.

Wesley Aves

Mr. Aves, former president of Wesley Aves & Associates, becomes president and general manager of Aves, Shaw & Ring, with headquarters continuing in Grand Rapids. He also becomes a senior vp of John W. Shaw Advertising. Mr. Shaw, president of the Shaw agency, becomes chairman of the board of Aves, Shaw & Ring. Mr. Ring, formerly exec vp of the Aves Chicago office, becomes exec vp of the new agency and a Shaw vp.

■ William A. Hagerman, Aves vp; Charles Doner, vp and executive

John Shaw

Kenneth Ring

art director, and B. R. Fahringer, treasurer, each will hold a similar post in the new agency.

The new agency will, for the time being, maintain the Chicago Aves office, but ultimately will service its Chicago accounts from the Shaw office, Mr. Aves told ADVERTISING AGE. It also will operate from the former Aves quarters in Grand Rapids.

■ The services of the Shaw agency in Chicago and Los Angeles will be used to back up services of Aves, Shaw & Ring. No account changes are involved, and all Aves personnel will join the new agency's staff, Mr. Aves said.

John W. Shaw Advertising, whose billings last year were about $8,000,000, was formed in 1946. Wesley Aves & Associates, which last year billed more than $2,000,000, was formed in Grand Rapids in 1943. #

NSE Membership Balloting on Idea of Official Paper

NEW YORK, May 28—Whether National Sales Executives will launch an official publication that will take advertising is not expected to be decided until after a membership ballot has been completed. Deadline for the ballots is June 10. Following that, NSE's finance and executive committees will probably meet to frame a formal recommendation to the NSE board. The issue has been pending since early this year (AA, April 6).

Ballots were sent out to the membership early this month. They ask members to vote (1) on whether they favor an NSE magazine with advertising if (a) produced solely through NSE facilities, or (b) if produced by an outside contractor; (2) whether they favor an NSE magazine without advertising; (3) whether they are opposed to any NSE magazine.

■ A special NSE magazine study committee sponsored the current ballot. It has expressed its opinion that such a magazine, to be produced by outsiders, should carry advertising.

The current issue of "The Sales Executive," publication of the Sales Executives Club of New York, pointed out this week, "The assumption seems to be that an official NSE publication not carrying advertising could not be a 'prestige' magazine. The only other choice is a vote against NSE having any magazine." #

'Echo,' Magazine With Stitched-in Recordings, Bows

NEW YORK, May 26—*Echo*, a bimonthly magazine which can be "read" while wearing a blindfold, will bow next week on newsstands and in bookstores in major cities.

First issue of the publication, which features five-minute recordings in a magazine format, will appear sans advertising and will have initial distribution of 18,000, according to its publisher, Barry Beere, Echo Publishing Co.

■ Ads will be included in later issues, but rates and circulation guarantee are still to be worked out, he said.

Mr. Beere said the sight and sound magazine is patterned after a French publication, *Sonorama*, which has a European circulation of 250,000.

To "read" *Echo*, the buyer selects one of the recordings stitched into the book and places it on a 33⅓ rpm phonograph turntable, folding the rest of the magazine under.

Cover price is $1.50. #

Manhattan Shirt Shifts Account to Daniel & Charles

(*Continued from Page* 1)

one adman observed.

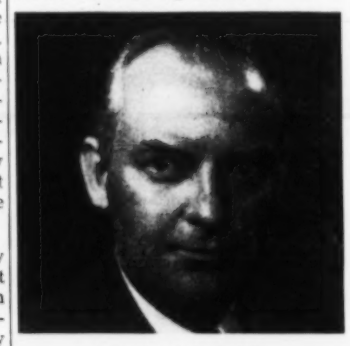
The fall show cost the company much more than anticipated, it is believed. But the company continued to sponsor the show this spring, because it felt that if it didn't, another shirt company would, and reap what Manhattan had started, according to trade speculation.

■ At the end of March, John Weiler, a descendant of Manhattan's founder, resigned as advertising vp and as chief proponent of the expansive advertising which the company is now bringing to a halt.

The fall campaign has not been formulated, Mr. Leeds said. It will probably include network tv, but just what and how much has not been decided, he said.

For the past few months the company has been investigating merger possibilities with other shirt companies. However, Mr. Leeds told ADVERTISING AGE today that Manhattan is "not presently talking to any other company."

Until 1955, Manhattan had been a Kenyon & Eckhardt account for ten years. The company split the account that winter between Daniel & Charles and Doner & Peck (then Peck Advertising) after conducting tape-recorded interviews with 18 agencies. #



Leonard C. Truesdell

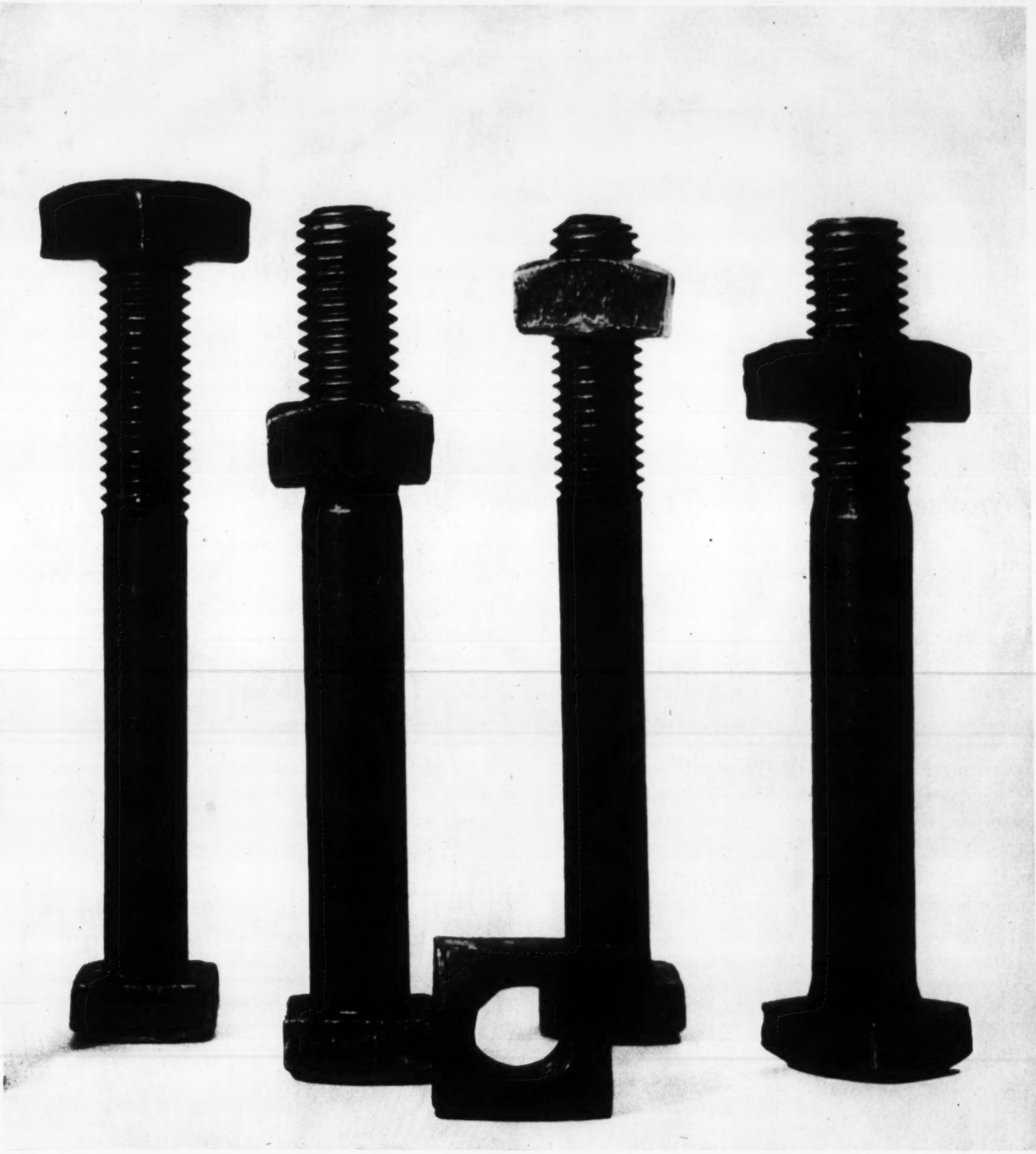
Zenith's Truesdell Is Named Sales Exec of the Year

NEW ORLEANS, May 29—Leonard C. Truesdell, exec vp in charge of marketing of Zenith Radio Corp., Chicago, will be named "Sales Executive of the Year" at the National Sales Executives International's 24th annual convention here next Sunday (May 31).

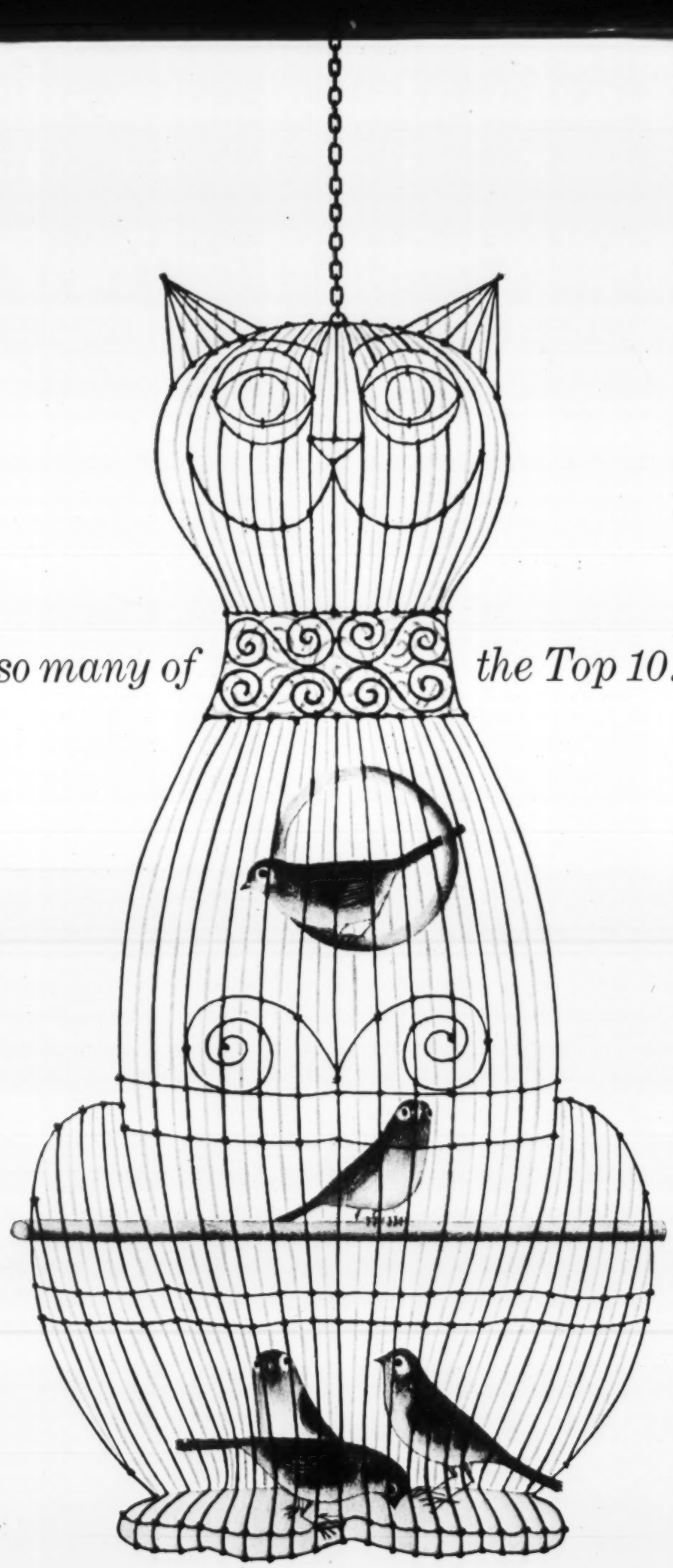
Mr. Truesdell is cited for his "spirit of confident selling and contribution to the material advancement of the nation" which enabled him "during the recession year 1958" to establish a "new record in production and shipment of television receivers, increasing sales more than 15% above the previous record year of 1957, although industry levels were the lowest in nine years and down 20% from 1957."

■ Mr. Truesdell joined Zenith in 1949 as sales manager in charge of radio and television. He was elected vp and director of sales in 1955. He was made a director of the company in January, 1959, and exec vp of marketing on April 28, 1959.

Prior to joining Zenith he was vp in charge of marketing of Hotpoint Inc. for three years. From 1943 to 1946 he was with Bendix-Aviation Corp. as manager of radio and television operations. For 16 years prior to that he was associated with the Frigidaire division of General Motors Corp. #



Nuts and bolts of an ad . . . the product facts . . . are often pretty unglamorous. But to the people who are interested in what you are selling . . . these facts, skillfully used, can be the most interesting words in your advertisement. **Young & Rubicam, Inc., Advertising.**

of course we're pleased to have so many of  *the Top 10...*

Pleased as the proverbial cat that swallowed the canary. And so are the CBS Television Network advertisers who sponsor 16 of the 28 nighttime programs that have won a place in Nielsen's Top 10 reports during the past season.*

But perhaps the Top 10 is not as dramatic an index of network popularity as it used to be—*for today even the 40th most popular program reaches more than 23 million viewers.***

So we are equally pleased to report that in Nielsen's latest nationwide survey we not only have 5 of the Top 10 programs but also 10 of the Top 20, 15 of the Top 30, and 19 of the Top 40.

Indeed, the truest gauge of a network's value, for audience and advertisers alike, lies in the over-all popularity of its entire program schedule.

Significantly, the *average* nighttime program on the CBS Television Network throughout the season has reached an average-minute audience of 23,000,000 viewers—some 2,630,000 more than the average show on the second network and 2,980,000 more than on the third. Our leadership in average nighttime ratings has continued without interruption in the 92 Nielsen reports issued since July 1955.

(In the current season the Network leads in average *daytime* audiences as well.)

These are some of the facts that have impelled the nation's leading advertisers, for the seventh straight year, to commit more of their investment to the CBS Television Network than to any other single advertising medium.

CBS TELEVISION NETWORK

*October, 1958—April, 1959, based on NTI-AA ratings.

**2nd April report, NTI. Viewer data: NTI-AA homes multiplied by ARB viewers-per-set. (Nighttime: 6-11 pm, Sunday—Saturday; daytime: 7 am-6 pm, Monday—Friday)

The Editorial Viewpoint . . .

The Non-Stereotype Advertising Man

It is too bad the readers of fictional works about advertising men could not have attended the closing session of the Assn. of National Advertisers' meeting in Chicago May 22. By a happenstance of programming, they would have learned that the fictional portrayal of the advertising man is indeed a fiction, about as far as it can get from the realities.

The program featured first Charles Brower, president of Batten, Barton, Durstine & Osborn—and then Leo Burnett of the Leo Burnett Co. Brower heads the fourth largest advertising agency in the world; Burnett heads the eighth largest.

In neither looks nor deportment can Charlie Brower be mistaken for the fictional stereotype of the advertising man, but he is a witty and urbane speaker and maybe if you stretched your imagination hard enough you could profess to see a "typical" huckster in him, although you'd have to stretch that imagination to the limit. But no matter how hard you stretched, you could never picture Leo Burnett—a nervous, fumbling, diffident speaker whose voice seldom can be heard 20 feet away—as the kind of "huckster" we read about.

Together, they were an impressive demonstration that the fictional stereotype of the advertising man, like all stereotypes, is purely fictional; and that an over-all characterization no more fits all advertising men than it fits all the members of a religious or ethnic group or political party or social stratum.

Incidentally, Leo Burnett appeared on behalf of The Advertising Council, of which he is vice-chairman, and among other things he showed a new film, "Psychological Warfare Against Recession," which relates the successful effort to fight last year's recession. This excellent film does a magnificent job of destroying the stereotype of advertising as some sort of social evil, and we strongly urge that it be shown widely, to advertising, business and public groups, to help improve the image of advertising.

It is available on loan, apparently free of charge, from The Advertising Council, 25 W. 45th St., New York 36. It runs 15 minutes, and if you'd like to improve the image of advertising in any group, get a print and run it off for them.

Help Overseas

One of the most important weapons for waging a successful cold war against communism around the world is the widest possible circulation of American books and periodicals in foreign lands.

Magazine and book publishers have been doing yeoman service in making their products available overseas, and heretofore they have been getting a modest but essential bit of help through the Informational Media Guaranty Program of the U. S. Information Agency.

Under this program, the exporting publisher has been guaranteed dollar payments in exchange for the "soft currency" payments he collects from his customers in foreign lands.

This is modest but essential support for publishers who cannot afford to have their funds tied up indefinitely in currencies which cannot be exchanged. But this program was slashed by Congress in the past fiscal year and now faces a further reduction.

The program should be restored. It represents one of the cheapest and most effective means possible of translating American thought, American ideas and ideals to the people of the world.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

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Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman**.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Don Sutton, Manitoba Power Commission, Winnipeg, Can.

". . . yes, but if Vance Packard really was a status seeker, he'd change his name to Vance Cadillac!"

We Shall Miss Otto Bruns

Otto L. Bruns, a vice-president of Advertising Publications Inc., died May 16. We shall miss him greatly.

Otto was one of our company's oldest employes in point of service, having joined the company as a sales representative on Advertising Age in 1933. He was a tower of strength in the early days of this publication, when getting an advertising order was a feat to be compared with licking the depression single-handed. His persistent and effective selling, based on his deep-seated belief in the essential value of the then-fledgling publication, must be given a considerable share of the credit for AA's subsequent success.

It was typical of Otto Bruns that, in the past year or two, when he was working on *Advertising Requirements*, our youngest sister publication, he brought to the task the same conviction that the publication would grow because it was "right" that he had brought to Advertising Age a quarter century earlier.

Otto was with us for 26 years. We shall miss him greatly.

\# \# \#

What They're Saying . . .

Some Basic PR Principles

There are some basic principles in deciding on and using any medium in the public relations program:

. . . Be deliberate in deciding on the specific medium.

. . . Weigh both the advantages and disadvantages of the medium.

. . . Consider the cost and the benefits.

. . . Realize that getting the message read or seen is just as difficult as having it produced.

. . . Keep the message simple by using familiar symbols.

. . . Design the message to engage your audience instead of yourself, your boss or your professional colleagues.

—Dr. Melvin Brodshaug, dean, School of Public Relations and Communications, Boston University, speaking at the 11th national conference, Canadian Public Relations Society in Toronto.

How a TV Strike Works

How does a nationwide strike in the television industry affect program operations at the station level?

To judge from the Chicago experience—very little.

The strike against the National Broadcasting Co. by the National Assn. of Broadcast Employes and Technicians (NABET), begun April 27, involved 125 Channel 5 workers here. It coincided with vacation periods for an additional 15 employes, which meant the NBC outlet was minus the services of 140 persons.

These positions were taken over, within hours of the strike call, by 80 department supervisors, accountants, sales executives and personnel from publicity, promotion and advertising.

—Paul Malloy, in the Chicago Sun-Times.

Rough Proofs

True, the man's magazine, explains that the unuxorious male is not "excessively or dotingly submissive to a wife."

Even when he is, the smart wife doesn't let him know it.

•

Arnold Gingrich, the publisher of *Esquire*, says a lot of men's wear ads talk about everything under the sun except men's wear.

The manufacturers may think men are more interested in the contents of women's wear.

•

Uneasy lies the head that wears a crown, and Fidel Castro is beginning to learn that this also applies to a revolutionary leader who regards himself as a benevolent dictator.

•

The ANA has started "Project X" for the purpose of improving the public image of advertising.

Maybe, as Bruce Barton might say, advertising is still the business nobody knows.

•

The American public, already confused by all of those new model names, is going to have to learn a complete new series represented by U. S. entrants in the small-car derby.

•

Barbasol is featuring its big, beautiful can, with plenty of help from the luscious models who are making the point perfectly clear.

•

Douglas Smith, of S. C. Johnson, is dismayed because of what he regards as unfair criticism of television.

And of course competing media are dismayed because he is putting $7,000,000 of an $8,700,000 budget on the tv screens.

•

William Burkhardt, president of Lever Bros., says that as advertising appropriations go up, top management is going to be more concerned with how they're spent.

After all, $100,000,000 makes a splash on anybody's statement.

•

The winner of the prize in the *Post's* new contest—Ulcer Gulch—will be able to rename this western ghost town, because there he undoubtedly will be able to get away from it all, including ulcers.

•

The real reason why advertising men change their jobs so often may be explained by the way ball players waived out of the National League are setting the American League on fire.

•

Charles M. Tremaine is trying now to atone for the harm he did to music by pushing the player piano as a substitute for the manually operated instrument.

He really shouldn't worry—the player piano played itself out.

•

The rain falls alike on the just and the unjust, and this includes optimistic admen who take part in the annual association golf tournament.

COPY CUB.

ready to be sold...

214,400

working women

Woman works from dawn to setting sun . . . and her buying's never done. In Delaware Valley, U. S. A., 39 of every 100 adult women have jobs. And a surprising share of them are homemakers, too. What a group of "purchasing agents" *they* are! With family budgets to spend. Plus chunky paychecks all their own.

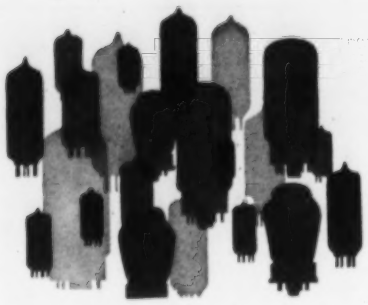
To reach the largest percentage of this payroll brigade you must schedule The Daily Inquirer. It is read on the average weekday by 214,400 working women. No other Philadelphia newspaper can match this figure.
Convincing conclusion: it's easier to sell working women when they're headed for town. You can do that *best* in The Daily Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557



ARE YOU TUNED IN?

To the results, we mean, that you can get from advertising in **Proceedings of the IRE?** Or didn't you know that **Proceedings** is the only publication in the field written by **and solely for** radio-electronics engineers—67,369 of them—who pay over a million dollars a year to read their **own** magazine. Which just happens to be more than is paid by anybody for the next six publications in the field—combined! And yet you get this kind of highly-qualified readership for a lower cost per thousand.

Amazing? It sure is! And that's just half the story. You should talk to one of our sales people if you want to get really tuned in. He'd tell you a thing or two about how the message travels.

Proceedings of the IRE

THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept., 72 West 45th Street, New York 36, New York
MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

She loves her fun in the sun... and goes for those bright sales messages on **KOIN-TV**, the source of sales sparkle in Portland and 32 surrounding Oregon and Washington counties. **KOIN-TV**'s radiant ratings will put a polish on your product that will catch her eye...just ask the enlightened chaps at CBS-TV Spot Sales...they love to fill folks in on the facts of **KOIN-TV**'s lustrous ratings and coverage.

Getting Personal

Alice Kennedy of the ANA staff was attending her last ANA convention: On June 15 she will be married to Tom Ahern, director of the student union at the University of Connecticut . . .

Charlie Brower, who had stood in line for 45 minutes to get a room at the Edgewater Beach for the ANA meeting in Chicago, used a little caustic diplomacy to get a room. Told that none was ready and he would have to wait, the BBDO president warned the desk he would ask the ANA meeting he was scheduled to address the following morning how—with the research facilities they had available—they wound up in such a fleabag. "I was in 401 in a matter of minutes," he reported gleefully . . .

Frank Nolan, assistant media director in charge of all print buying at Kudner Agency, was presented with a color tv set May 15 by **C. M. Rohrabaugh,** president, marking Frank's 25th year in the ad business—and with Kudner. He joined the agency in 1934 as a shipping-room boy . . . **Walter P. Rozett,** director of financial and administrative operations, CBS Radio, has been awarded an Alfred P. Sloan fellowship at MIT. He'll start a one-year leave of absence June 1 to participate in the program . . . **Frank J. Hess,** partner in Comstock & Co., Buffalo agency, has retired after 50 years as an adman . . .

Gene Davis, Curtis vp in Chicago, was feted at a luncheon May 18 by his associates in honor of his 35th anniversary with the company . . .

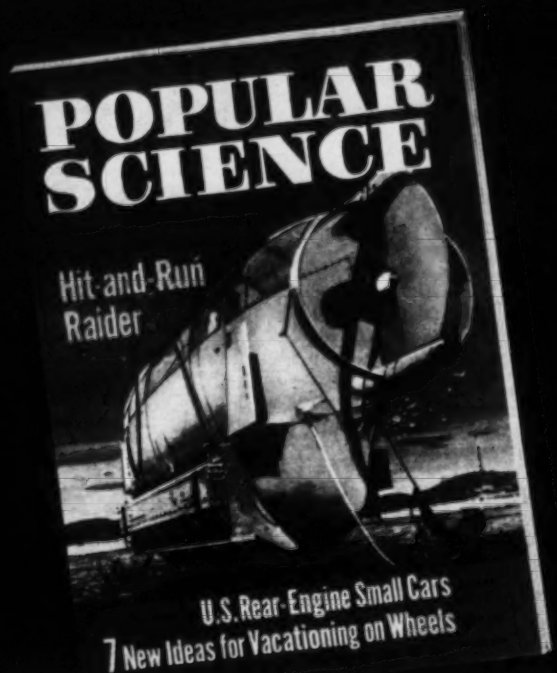
It's a trio of boys (and one girl) now for **Merle Kingman,** AA senior editor in Chicago, and wife Melva. Newest arrval, Jeffrey, weighed in May 16 at 7 lbs. 3 ozs. . .

FAWCETTS AND FRIENDS—*The Fawcetts—Roger, vp and general manager, and Gordon, secretary-treasurer of Fawcett Publications—pose with the antelope and leopard they bagged on their safari in India.*

Social Notes from Vienna—The Austrian capital was a lively place May 13, 14 and 15, as more than 500 admen from many countries flocked to the city for the biennial European Congress of the International Advertising Assn. The Austrian May wine flowed freely, particularly on the last day, when, the business sessions behind them, the delegates and their wives went on an all-day excursion to the Danube countryside outside of Vienna—the Wachau. This was a conference where the ladies were well provided for. While the admen spent the first two days in sessions at the Neue Hofburg, their wives had the opportunity of taking conducted tours all over Vienna . . .

There seemed to be a good many "new" parents in Vienna . . . **Dr. Rudolf Farner** of Switzerland, one of the central figures at the meeting, became a father for the third time—this time a boy—a week before . . . **Henri Henault,** president of the big Paris agency, Synergie, had also recently become a father (for the first time) . . . Also a number of "expectants" . . . **Tom Sutton,** J. Walter Thompson manager in Germany, had to leave the conference after the first two days because his wife was expecting a baby momentarily (their third) in Frankfurt . . . Also expecting in four months was Britta Petersson, wife of **Bjorn Petersson,** creative director of the Stockholm agency, Annons-Svea. The Peterssons, who recently spent two years in the U.S., wanted to be remembered to friends in the States . . . Also sending greetings to the ethical drug admen on Madison Ave. was **Heinz Norden,** formerly with William Douglas McAdams Inc. in New York and now in Germany for Dr. Sackler's big competitor, Bill Frohlich . . . JWT's **Arno Johnson** and his wife were in Vienna, after having left the U.S. on April 25 for an extended tour. The Johnsons have been to most places already, so this time decided to see the "offbeat" areas. They took Icelandic Airlines out of the U.S. so they could spend two days in Iceland, then picked up a car in Europe and went motoring through the Continent, visiting Yugoslavia before coming to Vienna . . . **Jere Patterson,** from New York, also did a good deal of motoring through Europe, including an eight-hour overnight drive from Venice to Vienna in a Fiat 1100 . . . One of the busiest persons at the meeting was **Albert Milhado,** London publishers' representative, who put out a four-page news sheet every day for the delegates . . . **George Theopholopoulos** from Greece (his father is head of the Greek Ad Assn.) wanted to be remembered to friends also—he spent a year at BBDO, New York . . . At Vienna was **Alfred De Jonghe,** BBDO's European "office" in Zurich, with his wife . . . **Vincent Tutching,** IAA president, brought his wife to Vienna, planning to move on afterward for a European vacation . . . **Elmo (Bud) Wilson,** the IAA's first vp, combined the Vienna meeting with business of his own in Europe. Bud is president of International Research Associates and held a conference of his European affiliates in Germany just before coming to Vienna . . . Other statesiders in attendance (all with their wives along) were **Sylvan Barnet** (Barnet & Reef), **Allen Reffler** (Time-Life International), **Rod Sweeny** (International General Electric), **Art Whitcombe** (Vision) and **Eugene Wyeneth** (McGraw-Hill) . . .

Solid Proof of Continuing Circulation Growth!



April . . . 1,334,000*

Bonus of 134,000 over guarantee of 1,200,000

*Publisher's Estimate

CIRCULATION HITS ALL-TIME APRIL HIGH OF 1,334,000

Hot on the heels of a record-breaking first quarter, April issue scores still another circulation breakthrough!

Month after month, new evidence unfolds of the solid growth of the Popular Science Monthly audience. Like a chain reaction, reader response has swept upward through a record first quarter – then on to new records in the second quarter.

What spark set off this chain reaction? You'll find it in the captivating editorial vitality of the magazine. And you'll find it in the vital new role that Popular Science is fulfilling for its readers in our exciting new age of scientific wonders.

Rapid progress in modern science presents an awesome challenge to editorial ingenuity.

Resourceful Popular Science editors have met this challenge by breaking with timeworn traditions. They have endowed Popular Science with their own distinctive brand of "editorial dynamics"— fast-moving, ever-changing approaches to magazine format and editorial treatment. Pick up any recent issue and you'll see a magazine in perfect tune with our times. By interpreting the sweeping changes being wrought today, Popular Science has captured the attention of more than a million and a quarter venturesome Americans – energetic, idea-seeking people who make practical use of every new improvement... in their homes, businesses, automobiles and their many avocational interests.

POPULAR SCIENCE *Monthly*

AMERICA'S FIRST-TO-TRY
FIRST-TO-BUY AUDIENCE

Advertisers have been quick to recognize the potential of this expanding audience of doers, tryers and buyers. Within the provocative editorial climate of Popular Science, they find they can stimulate the greatest number of readers to action at minimum cost. With circulation soaring to record levels, there is now an even greater opportunity to provoke peak buying action per dollar in the pages of Popular Science.

Call or write today for your copy of "A Definitive Audience Study of General & Specialized Magazines"

355 Lexington Avenue, New York 17, N. Y. Telephone: MUrray Hill 7-3000

Chicago CEntral 6-5915 · Cleveland MAin 1-7473 · Detroit WOodward 2-2863 · Portland, Ore. CApital 6-2561 · Los Angeles DUnkirk 1-1271 · San Francisco GArfield 1-3846

sell a QUARTER OF A MILLION

☑ professional businessmen ☑ discriminating buyers ☑ homeowners
☑ sports enthusiasts ☑ frequent travelers ☑ independent investors
☑ community leaders

sell a quarter of a million
DOCTORS
every other week in the

AMA NEWS

the doctor's own newspaper

Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

K&E Promotes Four

Kenyon & Eckhardt, New York, has appointed Budd Hemmick, vp and art director, executive art director in New York, and Philip Ernest, studio manager, art and studio manager in a move to relieve Gerald Link, vp in charge of art, of administration duties, enabling him to devote more time to duties as head art director of all K&E offices. Brendan J. Baldwin, formerly media director in K&E's Detroit office, has moved to New York as associate media director and vp. Eric Marder, account research director, also has been elected a vp.

Koehler Moves to 'Vogue'

Donald Koehler, formerly western ad manager of *Glamour*, has been named to a similar position with *Vogue*. Succeeding him at *Glamour* is Edward J. Murphy, formerly of the Chicago sales staff. Both magazines are published by Conde Nast Publications, New York.

grow with OKLAHOMA!

Headlines tell the story!

MILLIONS

being spent for expansion in

GROWING OKLAHOMA

The figures at the right were headlined during 1958 in Oklahoman and Times trade paper advertising. They illustrate the growth and expansion in progress throughout Oklahoma. Here are more reasons why you should plan for sales growth in Oklahoma with a strong advertising schedule in the Oklahoman and Times:

★ TOTAL RETAIL SALES UP

An increase of 3.6% for 1958 over 1957 was recorded by the Oklahoma Tax Commission as sales tax figures showed $2,556,349,122 total retail sales for the year. Food sales were up 4.8% and drug sales accounted for a 5.6% increase.

★ CONSTRUCTION SETS NEW RECORD

Dollar volume for construction in Oklahoma City in 1958 was set at $47,700,000 by the F. W. Dodge Corporation, a healthy increase of 26.3% over the total for 1957 and ranking Oklahoma City 36th among major cities of the nation in volume of construction. A total of 4,011 dwelling units were authorized in residential construction, an increase of 85% over 1957.

★ INDUSTRIAL EXPANSION HITS NEW PEAK

Oklahoma City reached the highest economic level in its history during 1958, with $195,015,976 either spent or committed for industrial expansion and community improvement.

★ STATE INCOME UP

General business activity in Oklahoma showed a gain of 4.6% over 1957 while nationally a decline of 9% was recorded. Income was up to $3,700,000,000—the largest volume on record for the state.

★ METROPOLITAN AREA ENLARGED

Growth of population in central Oklahoma caused the Bureau of the Budget to amend the definition of the Oklahoma City Metropolitan Area to include all of Oklahoma and Cleveland Counties. This new definition moves Oklahoma up in metropolitan area rankings to 32nd in drug sales, 43rd in total retail sales, 44th in automotive sales, and 46th in population.

★ STATE POPULATION UP

Population in Oklahoma increased to 2,399,603 in 1958, a gain of 365,000 persons, a 17.9% increase since 1945. Almost 10,000 more automobiles were registered in Oklahoma during 1958 over 1957, as the state tax commission reported 812,270 autos in the state.

$292,000,000 for telephone company expansion

$100,000,000 for city expressways

$170,000,000 for electric utility expansion

$24,000,000 for civil aviation growth

$35,000,000 for new industrial plant

$27,000,000 for military air expansion

$23,000,000 for hospital building

MILLIONS MORE for SHOPPING CENTERS NEW HOMES

THE DAILY OKLAHOMAN

CIRCULATION GROWING, TOO!
combined daily circulation 257,043*
February 1959 average 272,089
Sunday circulation 237,211*
February 1959 average 244,810
LARGEST SUNDAY CIRCULATION IN THE GREAT SOUTHWEST!
*A.B.C. Audit, September 30, 1958

OKLAHOMA CITY TIMES

Published by The Oklahoman

Proposed Oregon Council Would Fight Anti-Ad Legislation

PORTLAND, ORE., May 27—A proposal to establish an industry-wide Oregon council of advertising organizations was made by the Oregon Advertising Club at a meeting of nine advertising and allied associations in the state.

A meeting has been scheduled for June 22 for further action. At that time representatives of the organization are expected to return with authority to go ahead.

The new organization would be known as the Advertising Communications Council of Oregon, with these five objectives:

1. To educate the consumer public and to help the public understand advertising's place in the economy; to help raise the stature of the advertising business in the public mind.
2. To provide the most effective possible legislative service for advertising and to guard against harmful anti-advertising laws.
3. To promote higher standards in advertising; to emphasize higher standards of truth, believability and good taste.
4. To increase the total investment in advertising in Oregon through increasing advertisers' knowledge of the effectiveness and value of advertising.
5. To encourage attainment of an ever higher level of craftsmanship in advertising by advertisers, agencies, media and graphic arts.

Ormond Binford, Metropolitan Printing Co., who is board chairman of the Oregon Advertising Club, is temporary chairman of the plans board for the new council.

Groups represented at the organizational meeting were Oregon Assn. of Broadcasters, Oregon Newspaper Publishers Assn., National Industrial Advertisers Assn., Outdoor Advertising Industry, Portland Assn. of Advertising, Portland Art Directors Club, Printing Industry and the Oregon Women's Advertising Club, Oregon Advertising Club. #

Sweeney Reports RAB Budget Now Tops $1,000,000

Kevin B. Sweeney, president of the Radio Advertising Bureau, at an RAB board meeting May 20 revealed that the bureau's budget currently is running at more than $1,000,000, with 58% of the funds going toward the development of national business and 42% toward the expansion of retail billings. Mr. Sweeney also predicted that the RAB will finish 1959 with 1,100 station members and a budget of more than $1,100,000.

Elected vps at the meeting were Warren Boorom, director of member service, and Miles David, promotion director.

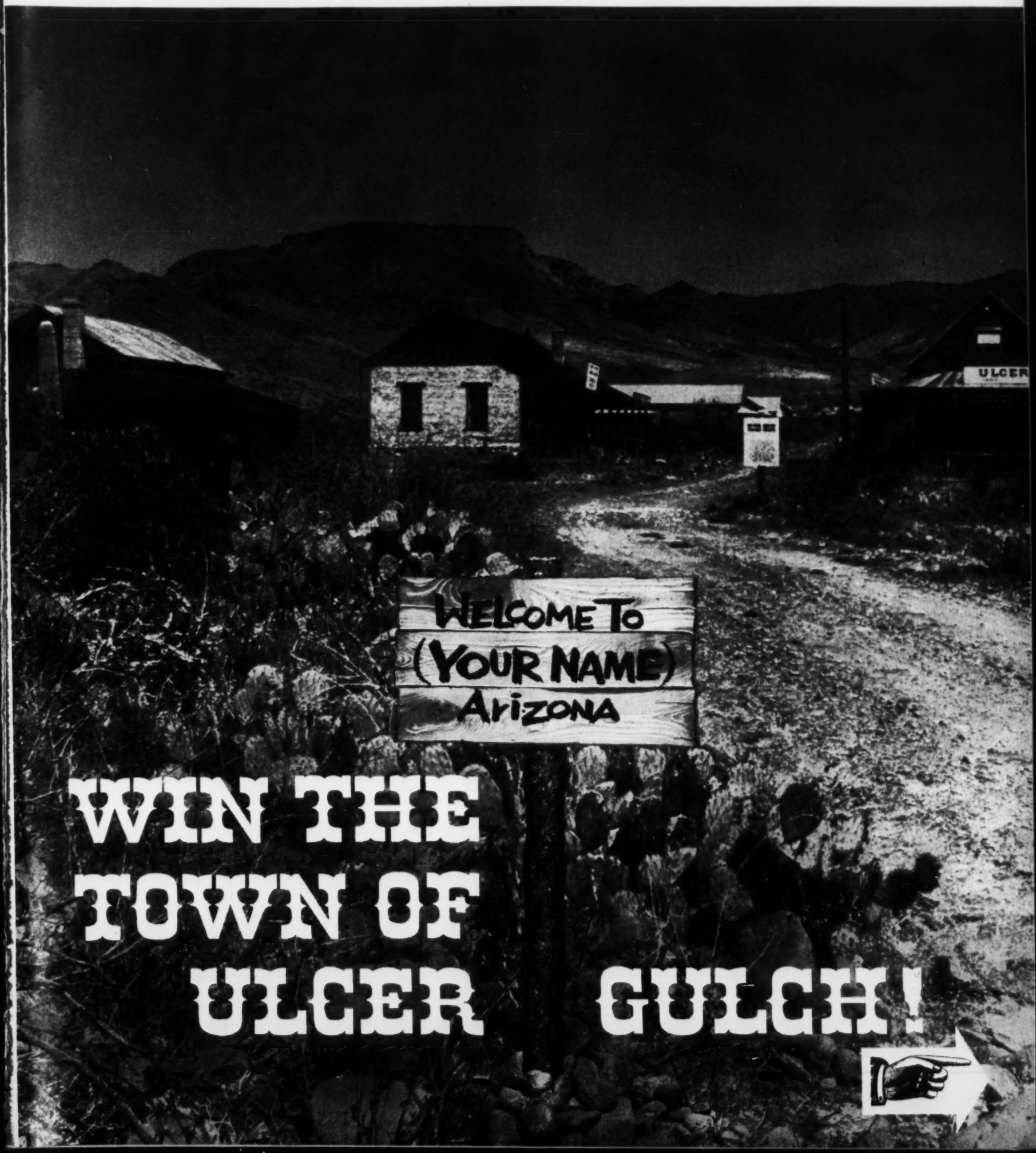
New York NIAA Chapter Elects

Stephen J. Madden, assistant advertising manager of Babcock & Wilcox Co., has been elected president of the New York chapter, National Industrial Advertisers Assn. He succeeds John DeWolf, vp, G. M. Basford Co. Other new officers include George R. Bason, American Brake Shoe Co., 1st vp; Philip Gisser, U.S. Industrial Chemical Co., 2nd vp; William J. Cannon, Solvay Process division, Allied Chemical Corp., secretary, and Joseph J. Dean, Combustion Engineering Co., treasurer.

R. A. Seng Opens Agency

R. A. Seng, formerly of Roche, Rickerd & Cleary, Chicago, has established Seng Advertising Service at 435 Lake Ave., Wilmette, Ill. Current accounts are Western Washer & Stamping Co. and Seng Co., formerly handled by Roche, Rickerd & Cleary; Sleepmakers and Four Seasons Sporting Goods.

The Saturday Evening Post invites you to be as influential as Christopher Columbus, Stella Dallas or George Washington... win this town and give it your name!



A First Prize to end all first prizes!

(It might just do that, too.)

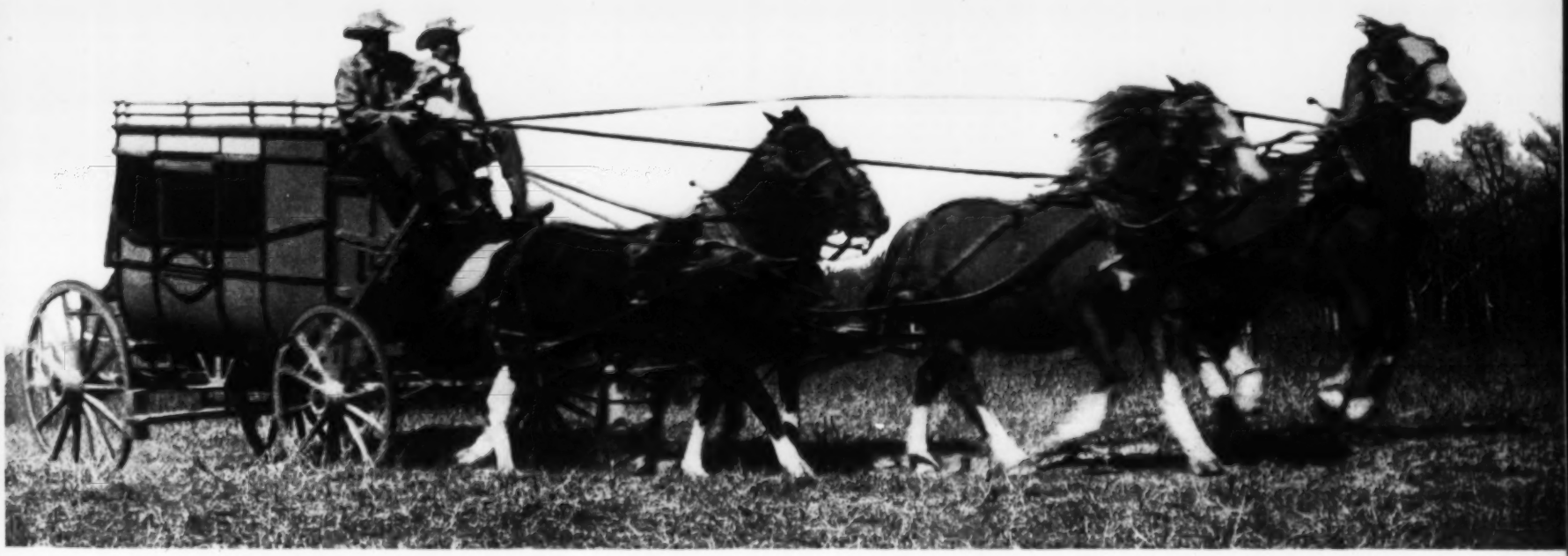
SOMEWHERE northwest of Phoenix, 75 miles on the Santa Fe line, lies the town of Ulcer Gulch. Striding through the dust of Main Street, you'll find the old galvanized-iron Red House on your left. Beyond leans the adobe and brick building where the saloon and general store used to be. On your right is the 11-room Ulcer Gulch Hotel, with its big, shady porch. In the background, just outside of Ulcer Gulch town limits, you'll see Rich Hill, where prospectors found big shiny gold nuggets lying right on top of the ground. That was back in 1863, when Ulcer Gulch was known as Antelope Station. But only last year a modern expert stated, "Six years of placering on this mountain have convinced me that much wealth remains undiscovered. And Rich Hill has more than gold. The finest gem garnet I ever found came from here. And black sand from the top, speckled with translucent yellow grains, is highly radioactive."

This historic town, which was set back in its development when the town's leading citizens got shot, can be yours, all yours! Yours to settle down in while you prospect for gold. Yours to turn into a vacation resort. Yours to tear down for paneling. Yours to rename for yourself and send post cards from. (Who else that you know has a whole town named after him?)

Don't miss this Rich opportunity! Enter the Saturday Evening Post Ulcer Gulch contest today!

Gold! These samples of gold ore are from Rich Hill, adjacent to your town (maybe) of Ulcer Gulch!

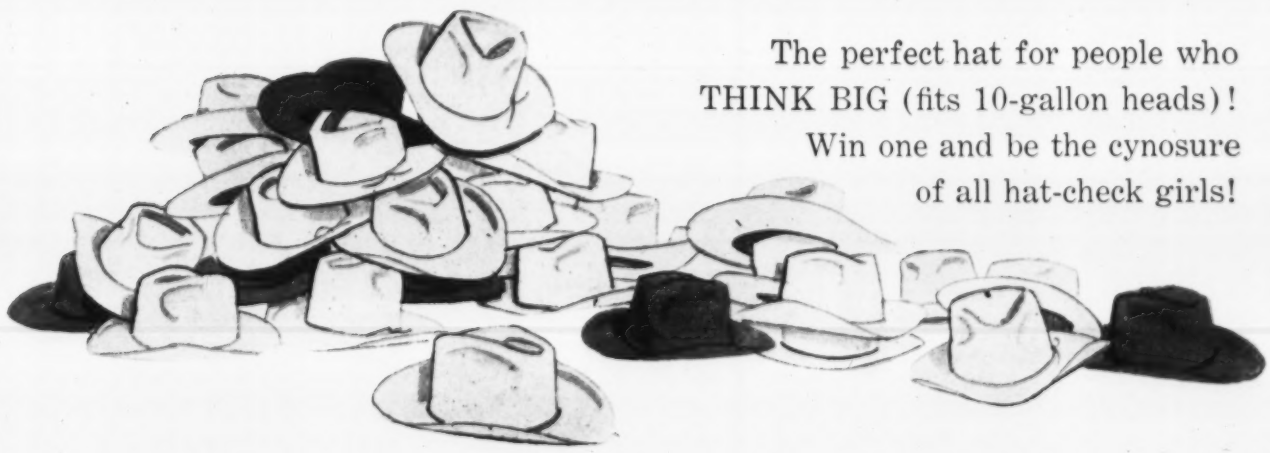
The thriving town of Congress, with its Post Office, Railway Express and 150 population, is a short 10 miles from Ulcer Gulch.



SECOND PRIZE...TO THE STATION IN STYLE!

This authentic stagecoach, the kind which ran between Mexico City and Tia Juana, can be a truly distinctive station wagon for the lucky winner. (You furnish the horses.) Or what a plaything for your kids! Or... start your own TV network!

100 THIRD PRIZES...REAL WESTERN HATS!



The perfect hat for people who
THINK BIG (fits 10-gallon heads)!
Win one and be the cynosure
of all hat-check girls!

JUST FINISH THIS JINGLE-JANGLE JINGLE!

(Note: Regardless of your job, everyone's a copywriter. Here's a chance to show your stuff!)

Let Ad Page Exposure show *you*
What face-to-face contacts can do.
Just tell the essentials
To Post-Influentials

Sample last lines:

The magazine reading Who's Who!
What *they* buy, the others buy, too!
A fast-talking, fast-growing crew!
And watch all the orders come through!
29 million times, sir, per issue!

Contest aids, in which we work in a sales point or two

- Post circulation is hitting new all-time highs — over 6,000,000.
- The Post has the youngest median age of any general weekly.
- The Post has the highest median income of any general weekly.
- The Post shines in the burgeoning suburbs, where it puts the *highest* percentage of its metro circulation.
- Post-Influentials are leaders on every income level.
- Post-Influentials repeat what they read in the Post to friends.
- 29 million times each issue, someone turns to *your* ad page in the Post. That's Ad Page Exposure (APX)!
- The Post gets the most exposure the first week out because it's the *fastest*-moving general weekly.
- The Post gets more *repeat* exposures than any other general weekly . . . gives you lots more opportunities to *sell.*

RULES OF THE GAME ...OR ELSE!

1. Do not write on both sides of coupon at same time. But be sure to fill in your own original last line to the jingle . . . your name, address, firm and title or department.

2. You are eligible to enter if you're a resident of the United States or Canada and with an advertising agency, or in the advertising, marketing or sales department of any national advertiser. Contest subject to Federal, state, local and Ulcer Gulch regulations.

3. Employees of The Curtis Publishing Co., its subsidiaries, its advertising agencies and their families won't be shot for entering — but they won't win, ether.

4. Send as many entries as you want. (Only one prize awarded to any entrant, though; give the others a chance!) All entries become the property of the Post, and may show up in our advertising someday. Especially if they show originality, sincerity and aptness of thought—the judges' criteria.

5. Entries must be *Post*-marked by midnight, July 18, 1959, and received by July 25, 1959. The judges — The Reuben H. Donnelley Corp. — won't have it any other way. Send your entry to POST "ULCER GULCH" CONTEST, BOX 35-A, MOUNT VERNON 10, NEW YORK.

CLIP AND PONY EXPRESS YOUR ENTRY TODAY!

Be sure to fill in last line of jingle on back of this coupon. Clip and mail to POST "ULCER GULCH" CONTEST, BOX 35-A, MT. VERNON 10, N. Y.

Name_____

Address_____

City_____ Zone_____ State_____

Firm Name_____

Title or Dept._____

SUNTIME—*Personal Products Co. is using this counter display to promote its collapsible sun hat as a $2 premium for Coets. Another display card features the hat as a Meds premium.*

Collapsible Sun Hat Offered as Premium With Meds, Coets

MILLTOWN, N. J., May 26—Personal Products Co. will use a large collapsible sun hat as a $2 premium, obtainable with either a Coets or Meds boxtop this summer.

The "sunwheel" hat, made of cotton, has a steel rim which pops the hat open or folds it flat like a pancake to fit into a matching carrying case. As a premium for Coets, it will be promoted via a counter display and tv spots in New York (WOR-TV and WRCA-TV) and Philadelphia (WCAU-TV) during June and July. The agency is Erwin Wasey, Ruthrauff & Ryan.

As a premium for Meds, the sun hat will be promoted via a display card until Aug. 31. Young & Rubicam is the agency. #

Betty Hamburger Honored by Baltimore Adwomen

Betty Hamburger

Betty Hamburger, advertising manager and vp of Isaac Hamburger & Sons, Baltimore, has been named "Advertising Woman of the Year" by the Women's Advertising Club of Baltimore. Mrs. Hamburger was honored for her contributions to the heavy advertising schedule of the century-old retailer and her active community work.

Mrs. Hamburger became affiliated with the store in 1943 to interpret government OPA regulations. Following that she became comptroller, then a buyer and in 1946 became advertising manager. Her husband, Isaac Hamburger, is president of the store.

Jackson, Haerr Adds Two

American Tank & Tower Co., Joplin, Mo., and Orscheln Brake Lever Co., Moberly, Mo., have named Jackson, Haerr, Peterson & Hall, Jefferson City, to handle their advertising.

Sherwood Joins 'Farm Journal'

John Sherwood will leave the media department of Young & Rubicam, New York, June 15 to join the New York sales staff of *Farm Journal*.

Capitol Pushes Stereo Discs

Capitol Records, Hollywood, has launched a new merchandising campaign to push sales of stereo record albums. A sampler album, "What's New," selling for $1.98 as compared to the average stereo album price of $5.98, will be issued each month with one selection from each of the 12 newly released albums. Supporting the campaign is a "What's New" wire floor rack, designed to hold 50 of the promotional albums and 50 complete copies of the new albums it plugs, plus a giant color display, streamers, theme setters and subscription cards.

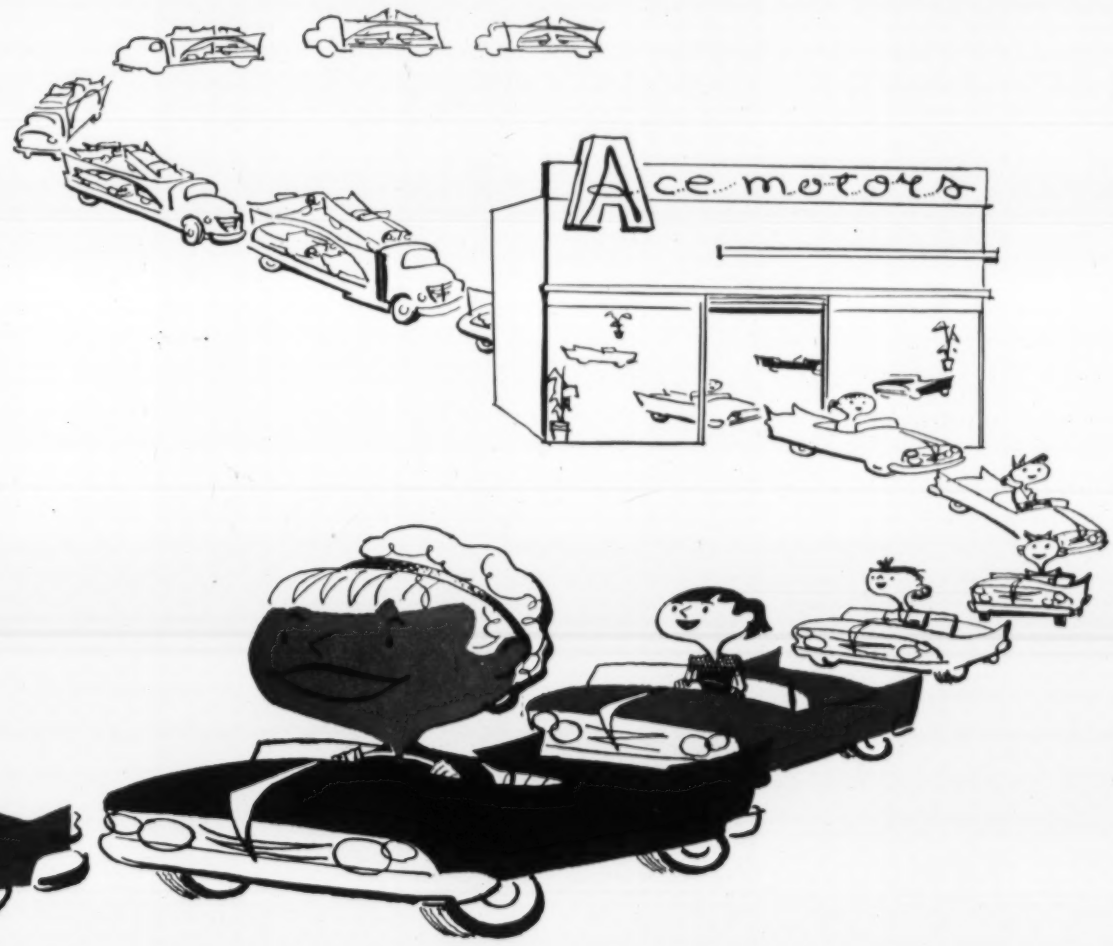
Petty Opens Film Studio

Film Technique, a Toronto studio for animation and special effects, has been opened by Gordon D. Petty at 137 Wellington St., West, Toronto. Mr. Petty, formerly special effects director with S. W Caldwell Ltd., previously was with the Canadian army film unit, the National Film Board and American Broadcasting Co.

Smedley, Reed Join Kolb

Harry Smedley, formerly an art director at Dancer, Fitzgerald & Sample, and Carl Reed, formerly with the copy-contact department of Hanson & Stevens, have joined Kolb & Abraham, Chicago, as an art director and a copywriter.

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly — St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years



WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES			
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

TV Film Men, IATSE Unite to Oppose TV Nets

Zucker Blasts Networks' Control of TV Tape Field

NEW YORK, May 26—The Film Producers Assn. and the East Coast Council of the International Alliance of Theatrical & Stage Employes have joined forces to battle what they call the "monopolistic tactics and unfair business practices" of the tv networks. They are particularly concerned about dominance by the "tv giants" in the tape field.

Announcement of this alliance was made here last week by Nathan Zucker, president of the Film Producers Assn. and head of Dynamic Films, in a speech at the association's annual awards dinner.

Most of the film men who belong to the association are not equipped to handle tv tape assignments. IATSE represents stage hands, costumers, set decorators, etc., in television, but in New York, at times, it has more members at work with the film companies than with the networks and stations.

■ "What we can do as an association," Mr. Zucker said in his speech, "is see that the industry is not taken over by monopolistic tactics or unfair business practices by the giants who already dominate the communications industry."

Mr. Zucker said the independent film men and the union have teamed up to press for "immediate action" to curb monopolistic practices in tv. Their combined committee has discussed the problem with the Senate small business committee. He added that the "matter will be pursued in conjunction with Interstate Commerce Commission, the Federal Communications Commission and the anti-trust division of the Justice Department."

Mr. Zucker did not indicate what kind of action was planned during his speech, nor would he be specific on this point when queried afterwards. #

Avard Fuller Named Fuller Brush President

Avard Fuller

Avard E. Fuller, formerly vp in charge of the industrial division of Fuller Brush Co., Hartford, Conn., has been elected president of the company. He succeeds his brother, A. Howard Fuller, who died in an automobile accident May 9 (AA, May 18).

Alfred C. Fuller, founder of the company, continues as board chairman. Ralph W. Carter, Chicago area manager, has been elected vp and sales manager, and Harold L. Hart, head of the company's cosmetics division, has been elected a vp.

Brother Sewing Supply Bows

Brother International Corp., New York, is inaugurating a Brother Sewing Supply Guild for its customers. All purchasers of Brother sewing machines are eligible for membership in the club and will receive a catalog offering 740 sewing supplies at a 15% discount. Orders will be filled and shipped within 24 hours. Several years ago the company introduced a similar fabric supply service.

Colle & McVoy Adds Accounts

Brown Photo Co. and Walter Haertel Co., both Minneapolis, have appointed Colle & McVoy Advertising Agency, Minneapolis, to handle their advertising. Ray C. Jenkins was Haertel's former agency of record.

John Gimpel Joins Gibson Art

John T. Gimpel has been appointed art director of Gibson Art Co., Cincinnati. Mr. Gimpel formerly was vp and art director of P. F. Volland Co., Joliet, Ill.

Trendex TV Ratings
May 1-7, 1959

Rank	Program	Rating*
1	Emmy Awards (Academy of Television Arts & Sciences, NBC)	34.2
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	31.2
3	At the Movies (Rexall, NBC)	27.2
4	Ann Sothern (General Foods, CBS)	26.6
5	Cavalcade of Sports (Gillette, NBC)	23.8
6	Danny Thomas (General Foods, CBS)	23.2
7	Red Skelton (Pet Milk, S. C. Johnson, CBS)	23.0
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	22.6
9	Pat Boone (Chevrolet, ABC)	22.5
10	I've Got A Secret (R. J. Reynolds, CBS)	22.3

*Ratings are based on one "live" broadcast during the week of May 1-7, 1959.

Bundy-Freiday Names Pinson

Bundy-Freiday Studio, Chicago, has appointed Paul Pinson, freelance artist, vp and creative sales director. Mr. Pinson is the creator of the "Drawthinks" column which appears in ADVERTISING AGE.

Stadler Moves to Carr Liggett

Stadler Products Co., Cleveland, fertilizer manufacturer, has appointed Carr Liggett Advertising, Cleveland, to handle its advertising. Bayless-Kerr Co. is the previous agency of record.

To pick your best advertising buy in the architect and engineer planned building market, Architectural Record suggests

GET THE ANSWERS TO

BASIC QUESTIONS...

Ads Took Less Space in Weeklies in '58 Than in '57: Study

WASHINGTON, May 26—Advertising occupied 55.2% of the average weekly newspaper in 1958, compared with 59% in 1957. This advertising space was divided as follows: Local, 76.6%; national, 10.5%; classified, 8.6%, and legal, 4.3%.

This and other data were unearthed in the eighth annual national weekly newspaper cost study by the National Editorial Assn. and Newspaper Assn. Managers, who co-sponsor the annual study.

■ The study, based on reports from 60 newspapers, also showed the following average breakdown for advertising income: Local, 72.6%; national, 10.8%; classified, 11.1%, and legal, 5.5%.

Of the weeklies reporting, 40 reported classified ad count. Of these 34 were weeklies, and they averaged 3.1 classified ads per year per subscriber. Six semi-weeklies reported only 1.7 classified ads per subscriber were published during 1958.

The study showed that the newspapers did slightly better financially in 1958 than in 1957, with income increasing 5.9% while expenses rose 4.5%. #

Dickson, Boyles Join Adler

Dale Dickson and Don L. Boyles have joined William Hart Adler Inc., Chicago. Mr. Dickson, formerly with MacFarland, Aveyard & Co., will serve on the agency's copy staff. Mr. Boyles, previously with McCann-Erickson, will work in the production department.

Mrs. Lounsbery Joins Kline

Carriebelle Lee Lounsbery has joined Robert Kline & Co., Richmond agency, as account executive and merchandising advisor. Mrs. Lounsbery was formerly advertising manager of Rucker-Rosenstock, Petersburg, Va.

1 *Who leads in architect and engineer* **CIRCULATION?**

Architectural Record—by a margin of 16%! Here are paid circulation figures from current A.B.C. Publishers' Statements of the three leading architectural magazines:

	Architect Circulation	Engineer Circulation	Total Architect and Engineer Circulation
Architectural Record	**18,103**	**9,857**	**27,960**
Progressive Architecture	16,504	7,521	24,025
Architectural Forum	14,411	5,087	19,498

And you can reach Architectural Record's unequaled architect and engineer circulation at the lowest cost per page per 1,000!

2 *Who has the most* **MARKET COVERAGE?**

Architectural Record. Over 88% of the total dollar value of all architect-planned building, nonresidential and residential, is in the hands of the Record's architect and engineer subscribers.

3 *Who has preferred* **READERSHIP?**

Architects and engineers have voted Architectural Record "preferred" in 118 out of 131 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND THEIR AGENCIES.

And Record's *renewal percentage* is the highest in its field.

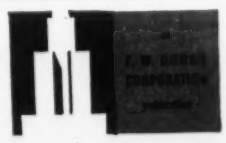
4 *Who's strongest in* **EDITORIAL?**

Architect and engineer circulation, market coverage, readership and renewals all point to Architectural Record. So do other Record exclusives including • most editorial pages • editorial content continuously timed and balanced with the aid of *Dodge Reports* to be of maximum value to architects and engineers *in terms of the work on their boards* • editorial evaluation by Eastman Research Organization • 5 out of 6 editorial awards to architectural magazines by The American Institute of Architects.

5 *Who's ahead in* **ADVERTISING?**

Architectural Record, for the 13th straight year!

There's one more question we would welcome the chance to answer: "How can Architectural Record help us sell more (*name of your product*)? Won't you ask us?



Architectural Record ABC ABP

119 West 40th Street
New York 18, N. Y.

The May Company Store, University Heights, Ohio; Architects: Victor Gruen Associates, J. A. Bialosky; Photographer: Jack Sterling.

5 ways your best buy

LONG BREAD—*The refrigerated foods division of General Mills is using newspapers to introduce its new Quick bread sticks.*

Weeklies Again Gain in Paid Circulation, Ayer Directory Says

PHILADELPHIA, May 26—Weekly newspapers in the U. S. continued their record climb in paid circulation in 1958, according to the 91st annual edition of N. W. Ayer & Son's "Directory of Newspapers and Periodicals" just published.

Total paid circulation was 22,708,982 copies, an increase of nearly 700,000 copies per issue from the previous year. This figure includes weeklies published in Alaska.

■ There are 9,396 weeklies published in the country. Of these, 9,025 come out once a week, 332 twice a week and 33 three times a week. This is an increase of 71 papers from 1957's total. Since 1950, when the directory began compiling total paid circulation for weeklies, circulation has increased 30%.

Included are 574 weeklies that list circulation as free or partly free, an increase of 42 papers since 1957. A total of 87 shoppers, whose circulation is not included, were also recorded. None of the free circulation is included in the compiled figures.

Circulation data for most weeklies are based on reports of Audit Bureau of Circulations or affidavits supplied by publishers to local post offices. Most of the others provide statements to the directory. Less than 6% of the weeklies do not give any figures on their circulation. #

Gardner Names James

Gardner Advertising Co., St. Louis, has appointed William F. James chairman of its New York executive committee. Mr. James, vp of Gardner's New York operation, was exec vp and a member of the executive committee of Paris & Peart prior to that agency's merger with Gardner the first of the year. John A. H. Rehm, former president of Paris & Peart, is vice-chairman of the board of Gardner and chief executive officer of the New York office.

Fitzpatrick Joins Chesman

Nelson Chesman Advertising Co., Chattanooga, has appointed John E. Fitzpatrick an account executive in the agency's Knoxville office. Mr. Fitzpatrick formerly was with Charles Tombras Associates. Chesman has opened a new office in Johnson City, Tenn., under the management of Joseph McGinley, former sales manager of WATE-TV, Knoxville.

"Buggy whips, son! There's something people will always need!"

IT PAYS TO KNOW THE ANSWERS

When was the last time *you* bought a buggy whip? What once seemed a business with a solid future is today about as extinct as the giant auk. But in today's TV and radio business, important broadcast advertising decisions can be made with surer chances of success because it's easy to keep well-informed on everything new. BROADCASTING – and *only* BROADCASTING – gives complete coverage of TV-radio developments, trends, latest news. It's *THE* authority on broadcast advertising. It can be *your* source of answers for the next 26 weeks at a get-acquainted cost of $3.50. Subscribe now.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Roslow Tormey Avery Hatch Neuberth

DATA—*Laurence Roslow, associate director, Pulse Inc., gives George C. Hatch, Intermountain Network board chairman, a copy of the research company's five-state, 45-market radio audience survey for Intermountain. Looking on are personnel of Avery-Knodel, representative for the network: John J. Tormey, director of radio sales; Lewis H. Avery, president, and Frederick G. Neuberth, director of radio research.*

Information for Advertisers

"Boston—An Up-to-Date Appraisal of the Nation's Sixth Market" is a folder issued by the **Boston Herald-Traveler,** describing readers' income, ownership of appliances, bonds, cars, etc. Copies are available from the offices of George A. McDevitt Co., the newspaper's representative, or from the newspaper's advertising department.

• **American Exporter Publications** registered overseas business men from 63 countries in its official overseas reception center at the third U.S. World Trade Fair in New York May 8-19. A list of these foreign visitors is available free of charge from American Exporter Publications, 386 Fourth Ave., New York 16.

• **WILS,** Lansing, Mich., has released a new media and market data folder. Market data cover home ownership, car ownership, income per household and labor force. Copies are available on request to the station.

• A new 24-page booklet, "Marking & Sealing Shipments Made Simple," is offered free by **Marsh Stencil Machine Co.,** Belleville, Ill. Subjects covered: How to stencil mark goods for safe delivery; how to save 25% on sealing cartons with gummed tape; proper kind of ink to use for all kinds of marking; three ways to stencil—brush, roller, spray; conversion tables for weights and measures; export marking data; a scale for measuring in inches and centimeters. The guide will be mailed free to any one who requests a copy of catalog M-60. =

TWA Launches Campaign

Trans World Airlines has launched a new campaign designed to emphasize to all employes that the airline's continuing growth and success depends essentially on passenger good will. "In TWA the customer is king" is the theme, to be carried out with posters and displayed in ticket offices, shops, general offices, reception rooms and on aircraft. Employes will wear small lapel pins featuring a crown and the word "you" to call public attention to TWA's awareness of the customer's importance.

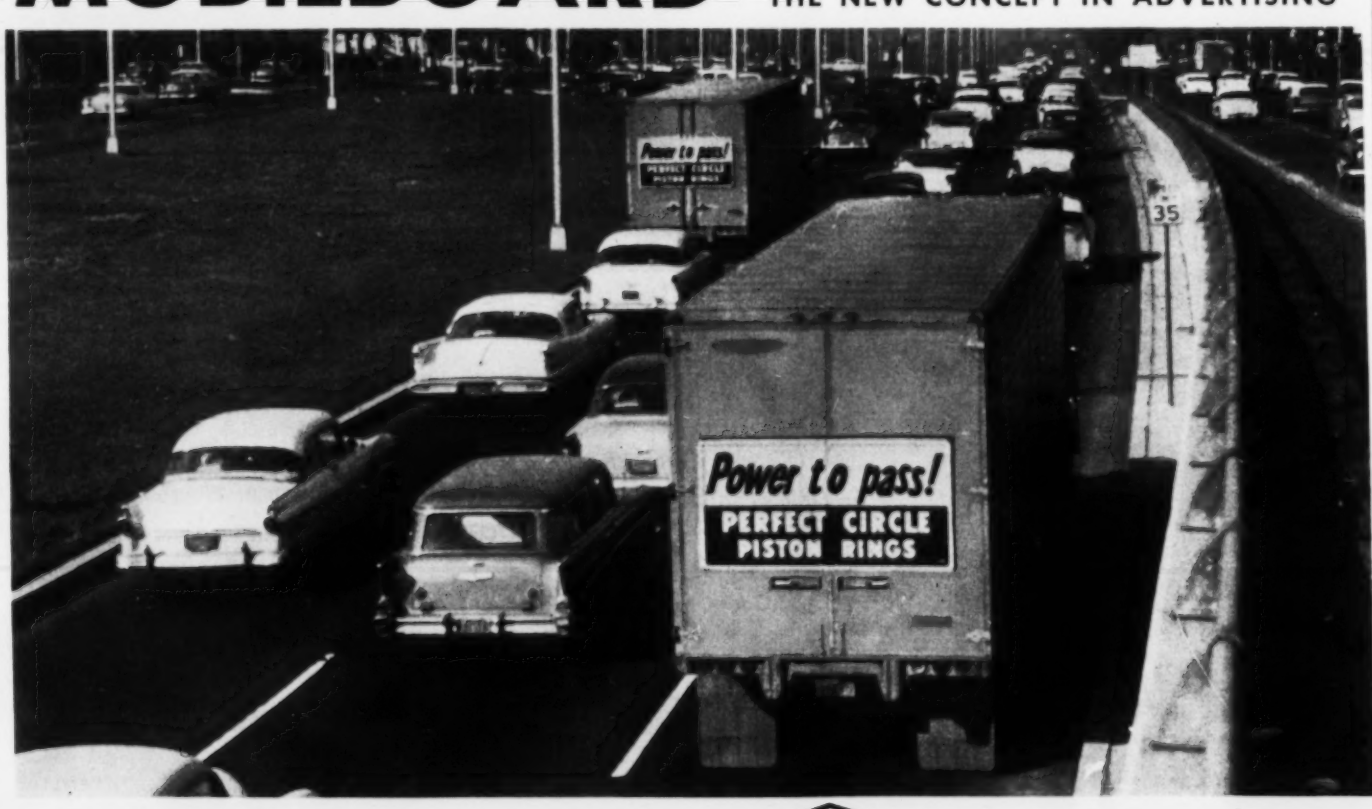
Goodyear, Alcoa Renew Show

"Goodyear-Alcoa Theater," winner of three Emmy awards for 1958 productions, will continue during the 1959-60 viewing season. Both sponsors of the half-hour dramatic series, Goodyear Tire & Rubber Co. and Aluminum Co. of America, have picked up their options for the coming year. The series will continue through the summer Monday nights on NBC-TV. First of next season's new shows will be presented by Goodyear on Sept. 28.

Arends Moves Office

Donald L. Arends Advertising has moved to larger quarters at 905 W. Hillgrove Ave., La Grange, Ill. Total billing has more than tripled since the agency's inception in September, 1958, and currently is about $180,000, the agency said.

MOBILBOARD IS ON THE ROAD!
THE NEW CONCEPT IN ADVERTISING



Mobilboard
America's new outdoor advertising medium hits the motoring public at the RIGHT TIME . . . at the RIGHT PLACE. MOBILBOARD "rides" WITH the traffic, offering a continuous flow of advertising aimed at the MOTORING PUBLIC!

SEEN BY OVER 750,000 MOTORISTS PER DAY!

MOBILBOARD is tailormade for any marketing problem.

MOBILBOARD offers high visibility, "head on readership" and adequate exposure time. Investigate the flexibility, low cost and other advantages of this new outdoor medium. Complete factual details now available.

SEND FOR COMPLETE MARKETING AND RATE INFORMATION TODAY!
MOBILBOARD, INC. • 615 EUCLID • DES MOINES 13, IOWA
REPRESENTED BY
VINING & MEYERS • 35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS

Lady Manhattan advertisement prepared by Daniel & Charles, Inc.

* "Our consistent New Yorker advertising campaign emphatically . . . stimulated consumer and retailer demand in the best stores . . . opened new avenues of distribution . . . built the proper brand image."

James D. Hilde *General Manager, Lady Manhattan*

THE NEW YORKER MAGAZINE

HEALTH CARE—

(with food, clothing and shelter, one of the four necessities)

A GREAT MARKET

HEALTH IS THE ONE NECESSITY without which all others are meaningless—reason enough that health care is a multi-billion dollar service industry. The focal point of health care is *the hospital*, which provides in one place all the facilities and services needed to apply modern medical technics in the care of the sick and injured, including the complex equipment essential to today's thorough and involved diagnostic technics.

OVER 9,000 U.S. HOSPITALS *with more than 1.7 million beds and physical plant assets of $12 billion are still 1.3 million beds short of adequate facilities to meet demand right now. Between 1959 and 1965, more than 1.5 million new beds will be required to keep pace with replacement needs and population growth.*

HOSPITALS serve one-eighth of the population every year (24 million admissions in 1958) as bed patients, and serve outpatients accounting for 88 million visits each year. Hospitals employ 1.5 million people and have a payroll exceeding $4 billion. Hospital food purchases total $700 million annually to place them second only to the far-flung restaurant market. Hospitals buy more than one-fourth of the output of the ethical pharmaceutical industry, and by 1970 will account for half of industry production.

HERE IS A TRULY GREAT MARKET for building components and equipment, for food, food service equipment, furniture, laundry equipment and the great range of products used in the housing, feeding and medical care of an eighth of the nation's people.

SINCE 1913 THE MODERN HOSPITAL has been the outstanding channel of communication between those whose products go into hospitals and the hospital people who make buying decisions. For forty-six years THE MODERN HOSPITAL has led all comparable magazines by a wide margin in inducement-free circulation and subscription renewals and in advertising patronage. Of the 540 advertisers using one or more of the three magazines of hospital administration in 1958, 178 (33%) used THE MODERN HOSPITAL exclusively.

The Modern Hospital

Advertising score for the first five months of 1959:

THE MODERN HOSPITAL	752 PAGES
HOSPITALS (10 ISSUES)	629 PAGES
HOSPITAL MANAGEMENT	306 PAGES

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION

File your hospital catalog here

SINCE 1919 HOSPITAL PURCHASING FILE has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1960 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives, The Modern Hospital Publishing Co., Inc.

Schear Bailey Eldridge Brookover Sarin

FOR SERVICES RENDERED—*A citation for distinguished service to the ad industry is presented to Richard B. Eldridge, president of Eldridge Inc., Trenton agency, for a radio series it broadcast about the ad industry. Presenting the citation is Frank Bailey, president of the Delaware Valley Advertising & Graphic Arts Club. Looking on are Allen Schear, De Laval Steam Turbine Co., Trenton; Col. Lyle Brookover, Trenton Trust Co. pr advisor and a moderator of the radio series, and Jane M. Sarin, Eldridge Inc., who created and directed the series.*

Radio Series on Ad Business Wins Award for Eldridge Agency

TRENTON, N. J., May 26—A radio series about the advertising business that Eldridge Inc., a Trenton agency, has been broadcasting here this past spring has won for the shop an award for distinguished service from the Delaware Valley Advertising & Graphic Arts Club.

The series was broadcast from 8:05 to 9 p.m. Tuesday evenings on WTTM, Trenton, NBC Radio affiliate. Panels composed of specialists in different advertising areas discussed such subjects as printing, typography, photography, magazines, newspapers, public relations and related subjects.

Moderators of the series were Col. Lyle Brookover, pr advisor to the Trenton Trust Co.; Jane M. Sarin, an Eldridge account executive and creator-director of the series, and David R. Eldridge, vp of the Eldridge agency.

■ The agency now has plans in the works for a continuation of the radio series in the fall beginning in September. Subjects for the new series include agency-client relations, sales training, sales programs, contests, incentives, budgets and cost accounting and agency management.

The programs of the season just completed have all been taped by WTTM, which is making the tapes available to educational groups in the Delaware Valley. #

How Can Any Man Delete the Sin from Ads About Brigitte?

NEW YORK, May 26—Maybe the French have words for it, but there just aren't that many adjectives in English to describe that saucy sex symbol of the silver screen, Brigitte Bardot.

At least not when she's in a movie called "Love Is My Profession."

These were the conclusions arrived at last week by Bernard Lewis, ad and publicity director for Kingsley International Pictures, distributor of the latest Bardot romp.

Mr. Lewis, who feels that his command of the English language is as good as the next man's, reviewed for ADVERTISING AGE some of the "slight difficulties" he has encountered so far in advertising the picture.

■ "First the *New York Daily News* refused to run an exact quote used by the *Post's* Archer Winston to describe the film: 'a treatment both frank and honest on the perennially popular subject of sin.'

"The *News* didn't like the 'of sin' part, so we dropped the phrase and left it to the reader's imagination on what the perennially popular subject was.

"It's ridiculous. In a Brigitte Bardot picture, what else could the subject be but sin—or worse?

"Then the *Philadelphia Bulletin* didn't like the word 'mistress' in the sentence, 'a frankly shocking film about a man's obsession with his mistress.' So we thought it over for a while and decided to drop the ad altogether. I mean what other word can you use?

■ "Then there was one or two radio stations, I don't remember which ones, that didn't like the word 'mistress' either. To accommodate them we used the word 'woman,' which in my opinion is much more salacious. How does it sound, 'A frankly shocking film about a man's obsession with his woman'?

"I would never have dared used 'woman' in the original copy.

"Then we had still another dispute with the *New Haven Register* over 'mistress' and we again substituted 'woman.' You know what? The picture opened there the day before yesterday and half of Yale went to see it."#

Bell & Howell to Sponsor Six Documentary TV Shows

Bell & Howell, Chicago, has announced it will co-sponsor six full-hour documentary television shows in its 1959-1960 schedule. The programs will be similar to the company's "Why Berlin?" program May 8. Agreements have been made with the CBS television network for co-sponsorship of the special programs, all of which will pre-empt prime, weeknight television time slots. The programming of these presentations will be based on timely, significant events that shape our times.

Irving E. Russell has been appointed manager of Bell & Howell premium and specialty sales, assigned to the marketing division. He will also continue as manager of tape recorder sales.

Barta Elected President

William E. Barta, advertising manager, Louis Allis Co., was elected president of the Milwaukee chapter of the National Industrial Advertisers Assn. Other officers are Robert Darr, Franklin Advertising, 1st vp; James Murphy, Allis-Chalmers Mfg., 2nd vp; George Cohan, Hoffmann, York, Paulson & Gerlach, secretary; and Donald Orlaska, Andrews Agency, treasurer.

The Seattle Times

Announces an All-Time High in Both Daily and Sunday Circulation

Daily **221,549**

Sunday **247,958**

Audit Bureau of Circulations, Publisher's Statement, March 31, 1959

★ READER ACCEPTANCE ★ CIRCULATION LEADERSHIP ★ ADVERTISING LEADERSHIP

Represented by O'MARA & ORMSBEE, INC., New York, Detroit, Chicago, Los Angeles, San Francisco

Member Metro Sunday Comics and Metro Rotogravure Groups—Member Farwest Sunday Rotogravure Group

You Ought to Know . John Willmarth

A visitor looking for the president of Earle Ludgin & Co. might be surprised to find him hunched over a drawing board, sleeves rolled up, turning out a piece of artwork.

But that's the way John Willmarth prefers it. He was named president of the Chicago agency May 15 in a reorganization move, but with the understanding that his former activities as creative director would not be entirely forsaken.

Most of the administrative duties of Vincent Bliss, who resigned as president of the Ludgin agency

John Willmarth

early in May, will be taken over by George Rink, newly-named general manager.

"Those things are foreign to me," Mr. Willmarth said, referring to the president's duties. "I've been in charge of the creative department, but that's entirely different." Ticking off the fingers on one hand, he added, "This is the way I am with figures."

Mr. Willmarth will, however, be involved in the work of the new executive committee, created to strengthen client services. Others on the committee are Earle Ludgin, board chairman, Ralph Whiting, committee chairman, and Mr. Rink.

■ John H. Willmarth was born in Chicago in 1902. He moved to Omaha in his early years and worked in an art studio—The Willmarths'—with older brothers Ken and Bill.

He returned to Chicago in the early '20s to attend the Art Institute and American Academy of Art for two years; then he returned to The Willmarths'. But later he went once again to Chicago to take a job in Earl Uhl's art studio, where he had worked while he was a student. One client of Mr. Uhl's was the Ludgin agency.

"I was doing a lot of work for Ludgin," Mr. Willmarth related. "One day I told Mr. Ludgin that I was better at layout and advertising than at finished artwork, and he ought to hire me. So he did."

That was in 1929. Looking back over those 30 years with the agency this week, Mr. Willmarth commented: "I wouldn't work for any other agency. If I were to leave Ludgin I'd leave the business."

This loyalty attaches primarily to Mr. Ludgin, known for his creativity and long association with the fine arts. "Earle is stimulating to an artist," Mr. Willmarth said.

■ The new president, who bears a resemblance to Douglas Fairbanks (senior or junior, depending on which you remember best), will move into new executive offices soon. With him will go his drawing board, goose-neck lamp and other accoutrements of the artist.

"I wouldn't be happy unless I could still do an occasional layout or ad," he commented.

The phenomenon of an art director holding down the president's chair in part reflects the growth of the artist's stature, Mr. Willmarth believes.

"Today, an art director, to be a success, must be lucid; he must be able to sell his work to the client and to others in the agency."

Creative work also has advanced, he said: "There may not be as many brilliant ideas created today, but the majority of work is of higher caliber. The men are just as smart, and they're better informed."

■ As a member of the new Ludgin executive committee, Mr. Will-

PICK THE RIGHT SPRINGFIELD!

Twenty-six Springfields in the U.S.A. — but ONLY ONE SPRINGFIELD, MASS.

SPRINGFIELD METROPOLITAN MARKET
2ND IN MASSACHUSETTS
3RD IN NEW ENGLAND

SRDS 6-15-58

Complete Coverage By
Springfield (Mass.) Newspapers
SPRINGFIELD UNION A.M.
SPRINGFIELD DAILY NEWS P.M.
SPRINGFIELD SUNDAY REPUBLICAN

To Get More for Your Advertising Dollar in Metalworking...

Most metalworking purchase decisions are team decisions. To help you pinpoint more accurately the buying-specifying team for your type of product, The Iron Age now offers the results of a 2-year National Analysts Study of how metalworking buys the 15 categories of products below—an invaluable aid in planning your marketing, selling and advertising strategy.

- Machine tools and other metalworking equipment
- Metal cleaning and finishing equipment
- Material handling equipment
- Steel mill and foundry equipment
- Heat treating equipment
- Plant service equipment
- Welding equipment
- Manufactured parts and components
- Electric motors and components
- Hydraulic and pneumatic components
- Power transmission equipment (except electrical)
- Ferrous metals and mill products
- Nonferrous metals
- Nonmetallic materials
- Engineered products and services

arth will get into all phases of gency management and review. ne change will involve client presentations.

In the past, he said, the agency worked so hard at improving an idea that it might wind up showing the client several ideas or ads and, as a result, "we sometimes weren't selling our convictions too strongly," Mr. Willmarth explained. Now some of this filtering process will be done by the committee, in order to present a unified plan to a client.

Another concern for the new committee will be in the area of new business. "We'll be as choosy as ever about the kind of people and the kind of business we want,' Mr. Willmarth said, "but not as choosy about the size of billings, if management is good and aggressive."

Mr. Willmarth and his wife, Louise, have a married daughter, Rachel. He considers golf, camera work and painting as his hobbies.

Rollins Joins Knipschild

Jack W. Rollins has been named vp and manager of the promotion and visual sales tool department of Knipschild-Robinson, Chicago sales promotion and training company. Formerly, Mr. Rollins was vp and member of the board of Carter and Galantin, Chicago sales promotion company. Jules F. Scott, also formerly with Carter and Galantin, has joined the writing and planning staff of Knipschild-Robinson.

497 Dailies, 100,000 Stores Set to Share in BofA's Food Push

CHICAGO, May 26—Between 100,000 and 150,000 food stores, including eight chains and three cooperatives, will participate in the Better Meals Build Better Families promotion planned for this fall by the Bureau of Advertising, American Newspaper Publishers Assn., according to Charles T. Lipscomb Jr., BofA president.

He told a special meeting of newspaper representatives and food advertisers here last week that 497 newspapers have already signed up to participate in the program and that this number is expected to reach 1,000 by the kick-off date.

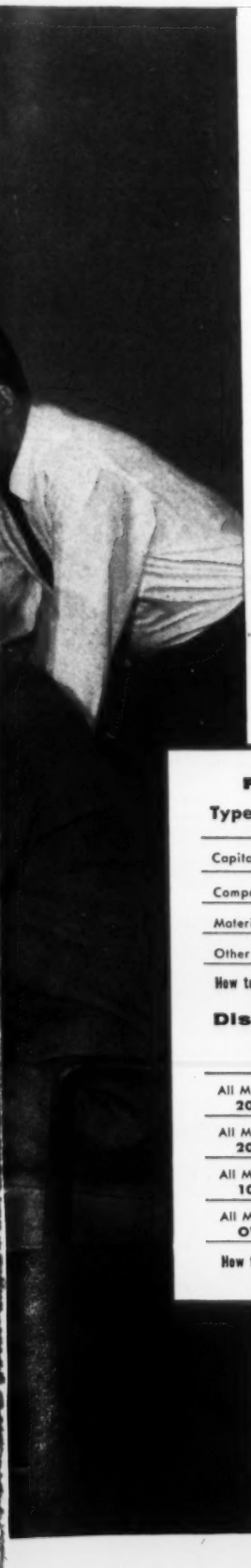
■ The drive is slated for Sept. 14-26. BofA is sponsoring the effort in conjunction with the Newspaper Advertising Executives Assn. and the American Assn. of Newspaper Representatives. It is one in the series of promotions in BofA's Total Selling program announced earlier this year (AA, Jan. 29).

Timing of the food store promotion is intended to coincide with the early autumn return to regular family routines following summer activities. This thought is reflected in the Better Meals Build Better Families emblem that will appear

on almost all point of sale material and advertising planned for the push, Mr. Lipscomb said.

■ In a retrospective glance at BofA's Live Better by Far in a Brand New Car promotion April 6-18, Mr. Lipscomb said that about 800 newspapers in 534 markets participated.

The results, he said, "were mostly mediocre" in terms of sales. But, he said, more newspapers participated than had been expected, and the results, considering that it was the first attempt at a coordinated national campaign of its kind, indicated BofA is on the right track. Most participants agreed that BofA's car promotion was a help, he noted. #



Pinpoint the Buying-Specifying Team for Your Type of Product

New National Analysts Buying Influence Study shows how metalworking buys . . . identifies buying-specifying team by title, primary and multiple function, industry and plant size

Your advertising is most effective when directed to the people who buy or influence the purchase of your product. And here is the first truly definitive information on who does the buying for 15 major types of products used in metalworking.

The information was obtained in personal interviews with a probability sample of 2211 metalworking executives in 596 plants. Altogether these executives contributed 1879 hours of their valuable time in what is perhaps the most extensive study ever undertaken of an industrial market. The entire program, which will take 3 years to complete at a cost of over $100,000, is being conducted by an outstanding research authority, National Analysts, Inc. Detailed purchase-decision data are now available for metalworking as a whole and for these subdivisions: SIC 33—Primary Metals; SIC 34—Fabricated Metal Prod.; SIC 35—Machinery; SIC 37—Transportation Equipment.

With this new purchase-decision data, you can now pinpoint the buying-specifying team for your type of product more accurately than ever before. You can determine the relative importance of each executive group, the level of its purchasing responsibility, its specific roles in purchases—data that are invaluable in planning your marketing, selling and advertising strategy. The tables below are only a sample of the wealth of information available to you for each of 15 categories of equipment, component parts, materials and services used in metalworking. The individual studies are available from your IRON AGE representative with a 24-page guide to their use.

Participation of purchase-decision executives by type of purchase

Type of Purchase	All Metalworking SIC Groups	Primary Metals SIC 33	Fabricated Metal Prod. SIC 34	Mach. (except elect.) SIC 35	Transportation Equip. SIC 37
Capital Equipment	88%	93%	92%	88%	80%
Components and Parts	77	76	78	81	77
Materials	67	70	78	71	61
Other Products and Services	62	74	69	62	60

How to read: 88% of all metalworking purchase-decision executives take some part in purchase of capital equipment.

Distribution of metalworking purchase-decision executives — Title by Plant Size

Plant Size	All Executives	Company Officials	Plant & Prod. Mgrs.	Supvrs., Foremen	Eng. & Tech. Executives	Purch. Executives	Sales Mgrs.	All Others
All Metalworking Plants with **20 OR MORE** plant workers	100%	22%	35%	8%	14%	15%	2%	5%
All Metalworking Plants with **20 - 99** plant workers	100	44	22	8	10	10	3	3
All Metalworking Plants with **100 - 499** plant workers	100	33	24	6	14	17	3	3
All Metalworking Plants with **OVER 500** plant workers	100	14	42	8	14	15	1	6

How to Read: 44% of the purchase-decision executives in All Metalworking plants with 20-99 plant workers have Company Official Titles.

The **IRON AGE**

A Chilton Publication

Chestnut & 56th Sts., Philadelphia 39, Pa.

Headquarters for Assistance in Marketing to Metalworking

WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand.

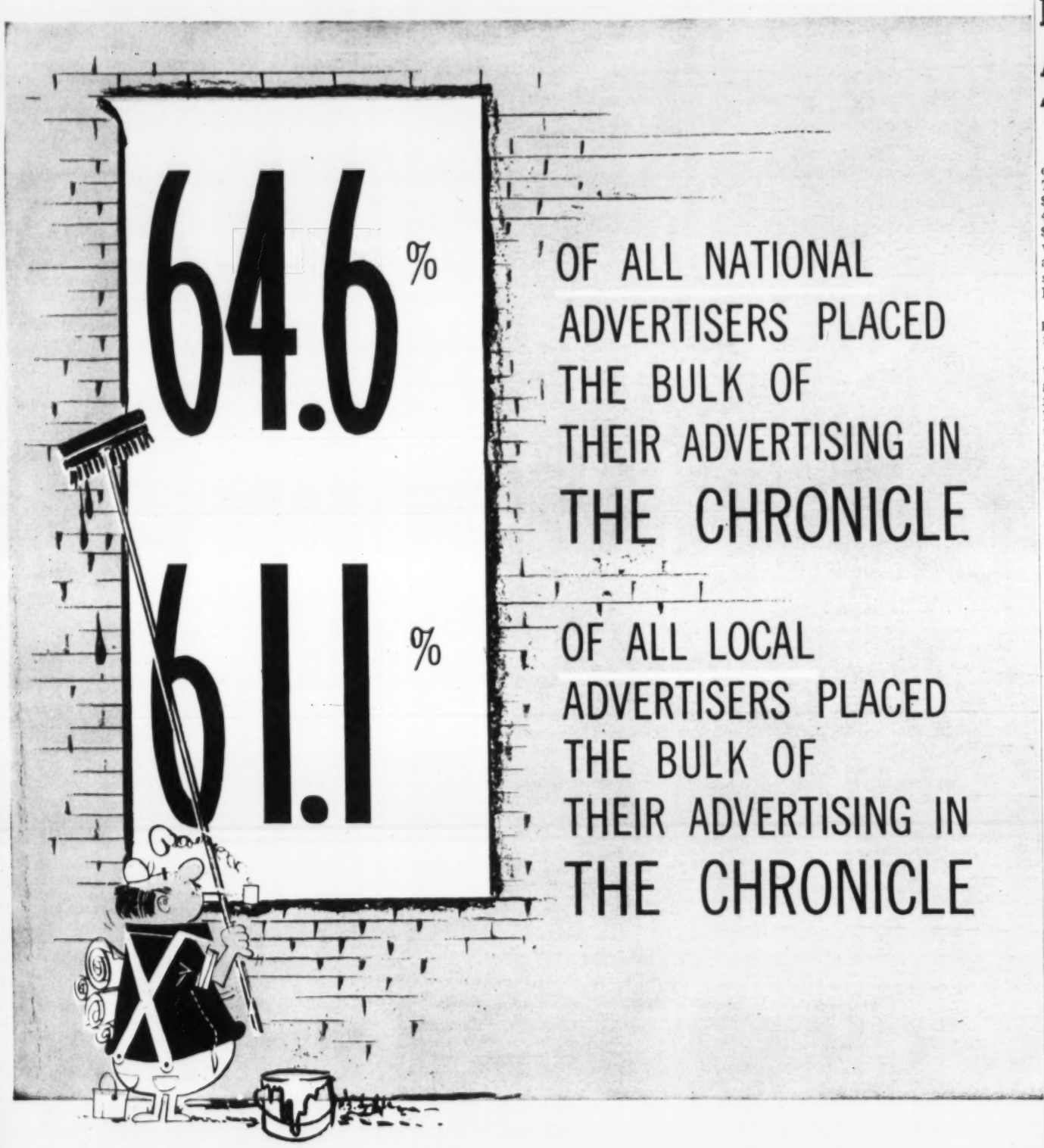
FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution." It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS


64.6 %
OF ALL NATIONAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING IN THE CHRONICLE
61.1 %
OF ALL LOCAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING IN THE CHRONICLE

HERE'S HOW NATIONAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING LINAGE IN 1958

CHRONICLE	POST	PRESS
64.6%	32.3%	3.1%

AND HERE'S HOW LOCAL ADVERTISERS PLACED THE BULK OF THEIR ADVERTISING LINAGE IN 1958

CHRONICLE	POST	PRESS
61.1%	28.4%	10.5%

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

Magazine Liquor Ads Up 1.9% in '58, 'Newsweek' Finds

(Continued from Page 3)

ers were *Life*, with $9,978,644; *Time*, with $3,844,022; *Look*, with $3,742,839; *Newsweek*, with $2,468,160; *The New Yorker*, with $2,459,076, and *Sports Illustrated*, with $1,874,343. The six leaders accounted for 74% of all distilled-spirits magazine advertising dollars.

"*Time* replaced *Look* in second place, and *Sports Illustrated* moved into sixth place."

In the various whisky categories, the report said, the outstanding gain in expenditures (52.9%) was for straight and bonded bourbons. More money was spent to advertise bourbon in magazines than for any other type of liquor. It accounted for 24.9%, or $8,192,683 of total liquor expenditures in magazines.

■ The second most advertised type in magazines was scotch, with 17.2% of the total; third was blends with 15.8%; Canadian with 9.7%, with other whiskies accounting for 0.7% of the 68.3% of the total spent in '58 in magazines.

The percentage breakdown in the *Newsweek* study shows that gin accounted for 9.5% of the total '58 magazine volume; rum 9.5%; brandy 3.2%; cordials 6.2%; vodka 6.8%, and all other 2%.

"Spending gains," the report noted, "were made in all the major non-whisky categories, except vodka, which dropped 6.5%. Gin was up 3%, rum 61%, brandy 67.8%, and cordials and liqueurs 10.2%."

■ Wine and vermouth advertisers spent $2,666,920 in national magazines in '58 to purchase 498.40 pages of space. The expenditure total represented a 3.6% gain over '57's $2,574,464, but the number of pages used dropped 2% from 508.52 pages used in '57.

Wine types under single brand names accounted for 45.3% of total wine expenditures in magazines; champagne and sparkling wines accounted for 20.8%, vermouth accounted for 24.8%, and other wines accounted for 9.1%.

Malt-beverage advertisers spent a total of $4,118,007 in calendar '58 to buy 374.06 pages of magazine space. In pages there was a 15.1% decline from the 440.56 used in '57, while in revenue there was a 12.8% decrease from the total of $5,869,838. Beer accounted for 91.9% of the dollar volume spent in this category, ale 8.1%, all other 0.8%. #

Carrier-Houston Sets Outdoor Drive for Air Conditioners

Carrier-Houston Corp., Houston, will conduct an extensive Houston outdoor advertising campaign during July in cooperation with two local dealers to sell air-conditioning units. Price will be appeal of the drive, which will be a "blitz" campaign to motivate consumers, who already are conditioned to the product because of the Houston heat, to one particular brand, according to Louis Glavis, account executive of Ritchie Advertising Agency, which handles Carrier-Houston.

The campaign will include 205 poster and bus panel units. The two local dealers will tie in with newspaper advertising.

Malonee Joins Emery

Thomas S. Malonee has joined the copy staff of Emery Advertising Corp., Baltimore. Mr. Malonee formerly was with VanSant, Dugdale & Co.

"Western Union **Survey Service** gathered the market facts I needed and got them to me fast."

Arm yourself with *facts* by having Western Union get them for you. Spot check of radio or TV audience reaction, traffic counts or survey of buying habits—trained personnel in over 1,625 cities gather the data. Simply provide the questions . . . leave the answers to us!

WIRE US COLLECT for the complete story. Address: Western Union, Special Services Division, Dept. A-2, New York, New York.

End False-Price Ads, Coste Urges

OAI President Stresses Industry Integrity Before San Francisco Adclub

SAN FRANCISCO, May 27—"As advertising men and women—as business people—we need to raise the level of our performance on at least three fronts. One of these concerns our most important product, our integrity. Another is improvement in education. A third is creation of a better buying climate."

These recommendations were spelled out here today by Felix W. Coste, president of Outdoor Advertising Inc., before the San Francisco Advertising Club.

"When I say integrity is our most important product, I mean it literally," Mr. Coste said. "Without it there can be no enduring profits.

"It is disturbing to find advertising involved even in a limited way in an underhand, spreading and clearly indefensible practice, that has brought on 125 Federal Trade Commission complaints in the past three months.

▪ "This is deceptive pricing. It stems from a marketing problem brought on by the discount house," Mr. Coste said. "The discount house was a natural development of competitive enterprise. The price mark-up long protected the inefficient retailer. Inevitably establishments appeared with low overhead and hard sell. They traded on price appeal.

"To compete, other merchants commenced selling bargains, too. And when some of them run out of real bargains, they fake them, using deceptive pricing—goods advertised as reduced from falsely inflated so-called 'regular prices.'

"Anyone could foretell what would happen. The consumer's confidence is undermined by the gyp merchant. But along with this—the old story of the rotten apple—the reputation of other merchants suffers.

"Moreover," Mr. Coste said, "the practice renews old suspicions of advertising claims. It reflects on media. And, since branded merchandise is included, ultimately it tends to adulterate confidence in manufacturers.

▪ "Some of you may think this doesn't really concern us. We aren't involved in that kind of advertising. But it is a problem that belongs to all of us. The reputation, as well as the performance, of advertising is our livelihood. And that reputation is being constantly questioned," Mr. Coste said.

Concerning education, Mr. Coste pointed out, "Advertising, as we know it, is the product of education. We depend on education for the people who produce advertising. Two-thirds of our executives are college graduates. Education is responsible for the people who make the products we sell. General Electric Co., as just one example, employs 34,500 graduates of 790 colleges. Finally, education produces consumers with improving and changing tastes. It teaches them ways to better living.

"As advertisers," Mr. Coste said, "we require constant new generations of people who want something different, something better. For the good of our business, we should welcome chronic discontent. This means new ideas—ideas that don't conform to accepted patterns. Each new idea is a dissenting idea. We need more dissenters.

"It is the discontented," he said, "who make the changes which are the price of progress. The rate of improvement in standards of education will determine the pace at which our progress is made.

"We are inclined to throw the term 'egghead' or 'square' at people who burrow deeply enough into learning to begin to think for themselves," Mr. Coste pointed out. "But let us remember, we must have many more such people if the advertising business—if all business—is to prosper."

▪ Discussing a better business climate, Mr. Coste pointed out that the business climate, "in its simplest terms, involves community attitudes. These are reflected in laws and facilities in which well managed business can profitably turn out useful products. This it must do while paying commensurate wages and helping to foster a community spirit conducive to the well being of its employes.

"One would think every community would measure up to that innocuous little definition.

"But the fact of the matter is," Mr. Coste said, "that the business climate in hundreds of communities is driving business away or keeping business out. Hostile labor leadership, discriminatory taxes, inefficient government, inadequate schools, lethargic citizens—and mainly lethargic citizens—are the unhealthy smog of the business climate." #

'Sunset' Names Simpson-Reilly

Sunset Magazine, Menlo Park, Cal., has appointed Simpson-Reilly Ltd. to represent it in the Mountain states—Colorado, Montana, Wyoming, Idaho, Utah, New Mexico and El Paso, Tex.—effective July 1. *Sunset* formerly covered the Mountain states from its Menlo Park and Chicago offices.

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

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WHitehall 4-2930

1
Study of the Corporate Personality
NON-FERROUS METALS COMPANIES

2
Study of the Corporate Personality
STEEL MANUFACTURERS

3
Study of the Corporate Personality
ELECTRONICS MANUFACTURERS

7
Study of the Corporate Personality
BANKS

8
Study of the Corporate Personality
PAPER MANUFACTURERS

9
Survey of
STEEL WAREHOUSE MARKETING

13
Business Executives' Participation in
COMMUNITY ACTIVITIES

NEW MARKET DATA STUDIES YOU CAN USE

These recent Nation's Business surveys of the buying plans and of the corporate personalities of companies in various fields are proving valuable to advertising and marketing men. Use the handy coupon to secure the studies most useful to you.

Behind these surveys stands the authority of the owner-executives' all-business magazine. Nation's Business is edited for the presidents, owners, partners of firms of all sizes, in all fields of business and industry. This is where ownership-motivated men look for useful ideas . . . for solutions to problems . . . for articles that keep them abreast of the rapidly changing business scene . . . help them map their course for the future. Your advertising belongs in the hands of these owner-executives who read, use and believe in Nation's Business!

Yalowitz to Join WBBM-TV

Edward M. Yalowitz, promotion manager of WFIE-TV, Evansville, Ind., will join WBBM-TV, Chicago, June 10 as assistant sales promotion manager. He will succeed Arthur Wittum, who has joined KNXT, Los Angeles, as an associate director. Mr. Yalowitz will report to William R. Hohmann, advertising and sales promotion manager.

Sands Elected Club President

Richard Sands Jr., president of Speed & Co., has been elected president of the Maryland chapter of National Industrial Advertisers Assn. Other officers include John L. Phillips, Koppers Co., vp; Gerald Welch, Welch, Collins & Mirabile, 2nd vp, and George G. Culbertson, Progressive Composition Co., 3rd vp.

ANY SEASON—*Buitoni Foods Corp. is using flowers to symbolize the notion that ravioli is not just a winter dish, but is good any season. In this New York subway card and outdoor poster, the model wears a jonquil to represent springtime; a rose for summertime, and a chrysanthemum, iris, rose and jonquil to symbolize "anytime." Albert Frank-Guenther Law is the agency.*

Coming Conventions

•Indicates first listing in this column.

June 3-6. Trans-American Advertising Agency Network, Edgewater Beach Hotel, Chicago.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-16. New England Newspaper Advertising Executives Assn., summer meeting, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

•Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Paley Joins David Olen

John Paley has joined David Olen Advertising, Los Angeles, as an account executive. Formerly, he was sales promotion manager of William E. Phillips Co. and prior to that headed his own agency.

4
Buying Plans of
PRIVATE ELECTRIC UTILITIES

5
Buying Plans of
LARGE BAKERIES

6
Use of
DATA PROCESSING EQUIPMENT

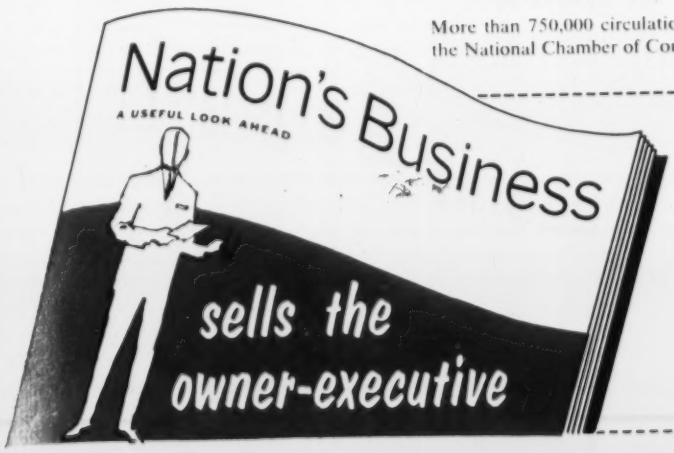
10
Buying Plans of
CONSTRUCTION EQUIPMENT DISTRIBUTORS

11
Buying Plans of
DAIRY PRODUCTS MANUFACTURERS

12
Buying Plans of
INDUSTRIAL DISTRIBUTORS

ACTION IN BUSINESS results when you advertise
to business and industry in NATION'S BUSINESS

More than 750,000 circulation, ABC . . . 10% executives of business-members of the National Chamber of Commerce and 90% other business and industrial leaders.



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call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

Baker, Tilden Head Agency as Wherry Resigns

(Continued from Page 2)

(Quaker and Mother's Oats, Instant Quaker Oats, Puffed Wheat, Puffed Rice, Muffets, Pack-O-Ten, Rice Flakes, Sugar Puffs, Full-O-Pep feeds, Quaker hot breakfast pack, Quaker oatmeal cookie mix); Oscar Mayer & Co. (sausage products, smoked meats, canned meats) and Squirt-Chicago Bottling Co.

■ Mr. Tilden joined Sherman & Marquette in 1945, coming from the sales department of the National Broadcasting Co. in Chicago. Mr. Baker joined S&M in 1946 after leaving the Marine Corps. Before his service, he was a copywriter with Blackett-Sample-Hummert. Both men were vps when the agency became Wherry, Baker & Tilden.

Mr. Wherry joined Sherman & Marquette in 1942 after 15 years in the advertising department of Ralston Purina Co., St. Louis. He was named exec vp of the agency in 1952 and president in 1953. He remained as president when the agency became Wherry, Baker & Tilden a year later.

■ Mr. Bolgard joined Sherman & Marquette in 1947, coming from the post of media director at Cunningham & Walsh, Chicago. He was also a media director at Gardner Advertising, St. Louis, before joining C&W.

Mr. Barger, like Mr. Wherry, graduated from the Ralston Purina ad department to Sherman & Marquette, joining the agency in 1948. He was named a vp of Wherry, Baker & Tilden in 1955, and became a director last year. #

NUTRITION—*The National Dairy Council is running a series of six professional ads during 1959 pointing up the vital nutrients contained in milk.*

Charles Ward, 72, Brown & Bigelow's Colorful Head, Dies

BEVERLY HILLS, CAL., May 27—Charles Allen Ward, 72, president of Brown & Bigelow, St. Paul, Minn., world's largest producer of calendars and advertising specialties, died May 25 of a heart attack at the Beverly Hills Hotel. He was here for a directors meeting of Western Lithograph Co., a Brown & Bigelow subsidiary.

Mr. Ward's early career included working as a cowpuncher in the West, on tramp freighters on the Pacific, on the waterfront in China ports, gold prospecting in Alaska, and soldiering with Pancho Villa in Mexico.

In 1919 he was convicted on a narcotics possession charge, which he always maintained was "trumped up," and was sentenced to the federal penitentiary at Fort Leavenworth.

There his luck changed. He became a cellmate in 1923 of the late H. H. Bigelow, president of Brown & Bigelow, who had been convicted of income tax evasion. Before Mr. Bigelow left Leavenworth in 1924, Mr. Ward had a promise of a job. In 1925 Mr. Ward was paroled, went to St. Paul, and got a job with Brown & Bigelow as a bench hand at $25 a week. He became successively foreman, department manager, assistant general manager, and vp of the company.

When Mr. Bigelow was drowned in a boating accident in 1933, Mr. Ward inherited one-third of the former's estate, valued at more than $1,000,000. He also inherited a $250,000 company deficit. But in every year since Brown & Bigelow has shown a profit.

When Mr. Ward took over the company, at the directors' request, its sales totaled $2,650,000 a year, with a total payroll of about half that amount. In 1958, the company's sales exceeded $50,000,000, and it had a payroll of $28,000,000.

■ This success he attributed to the development of "remembrance advertising," which included the use of advertising messages on playing cards and other advertising specialties, plus the use of an imported German color process for printing which he adopted in the depression.

Mr. Ward, who was widely known for his philanthropies, was active in the ownership and management of numerous companies.

S. M. FELDENHEIMER

PHILADELPHIA, May 28—S. Mayer Feldenheimer, 59, president of C. E. Howe & Co., direct mail advertising company, died May 26. Mr. Feldenheimer had headed the Howe company since 1925. He was a former president of the Mail Advertising Service Assn. He was a member of the Poor Richard Club and was active in many civic affairs.

HARVEY A. HUFF

NEW BRUNSWICK, N. J., May 28—Harvey A. Huff, 74, retired advertising director of the *Daily Home News*, died last night at his home here. Mr. Huff retired last year after 40 years in the advertising department of this city's only daily. Since his retirement he had served as advertising consultant to the *Home News*.

Active in the Newspaper Advertising Executives Assn., Mr. Huff had served as vp of the organization for many years, representing New Jersey. He also had been active in the New Jersey Press Assn. and the press institute of Rutgers University. He was a member of the Advertising Club of New York.

Lanolin Plus Appoints Braude Ad Director

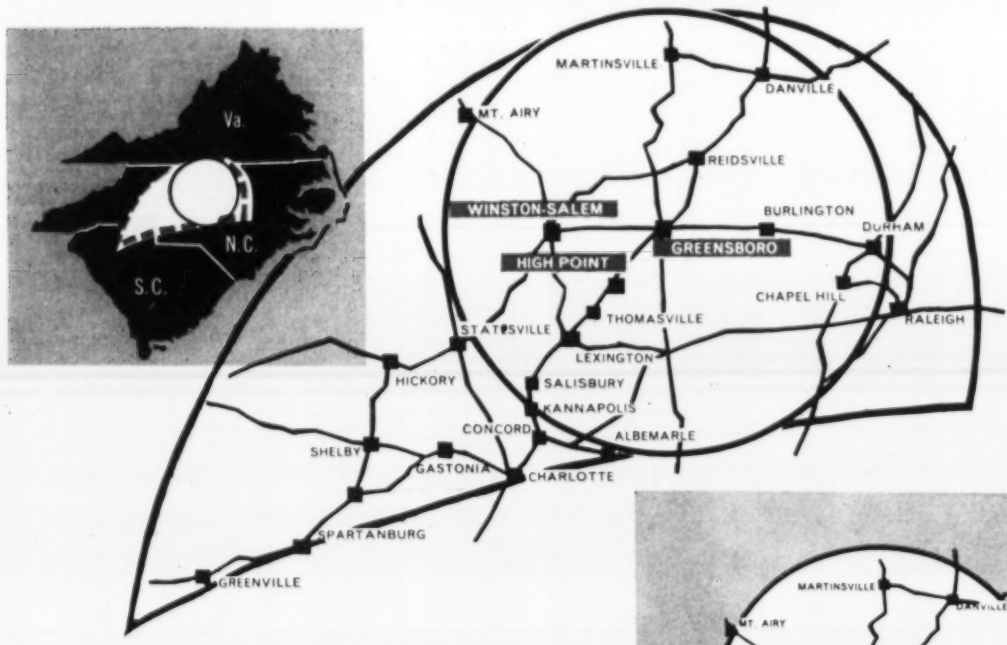
Lanolin Plus, Chicago, cosmetics manufacturer, has named Theodore Braude advertising director. Mr. Braude, formerly advertising director of Exquisite Form Brassiere, New York, also has been an account executive with Joseph Katz Co. and was advertising and sales promotion manager of Hazel Bishop Inc.

Theodore Braude

At Lanolin Plus, he succeeds Jack Mathis, who has been named brands manager. Mrs. Mim Pike, who handled much of the company's advertising, has resigned. Irwin Roseman, Exquisite Form vp of advertising and sales promotion, who left when Mr. Braude joined Exquisite Form, has rejoined that company in his former post, replacing Mr. Braude.

THIS IS THE PIEDMONT INDUSTRIAL CRESCENT

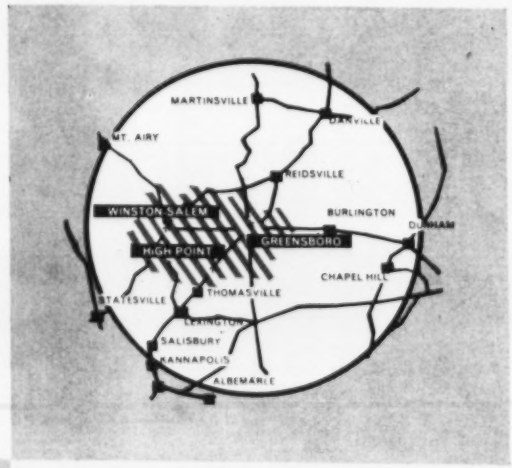
and it's dominated by **wfmy-tv**

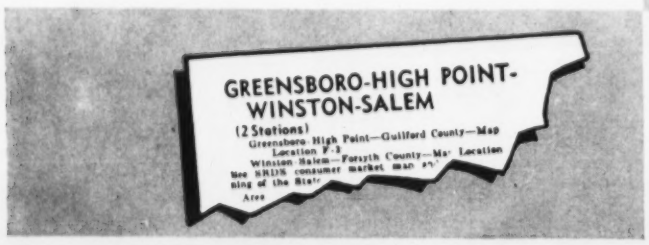


The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.





This Is North Carolina's
INTERURBIA

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

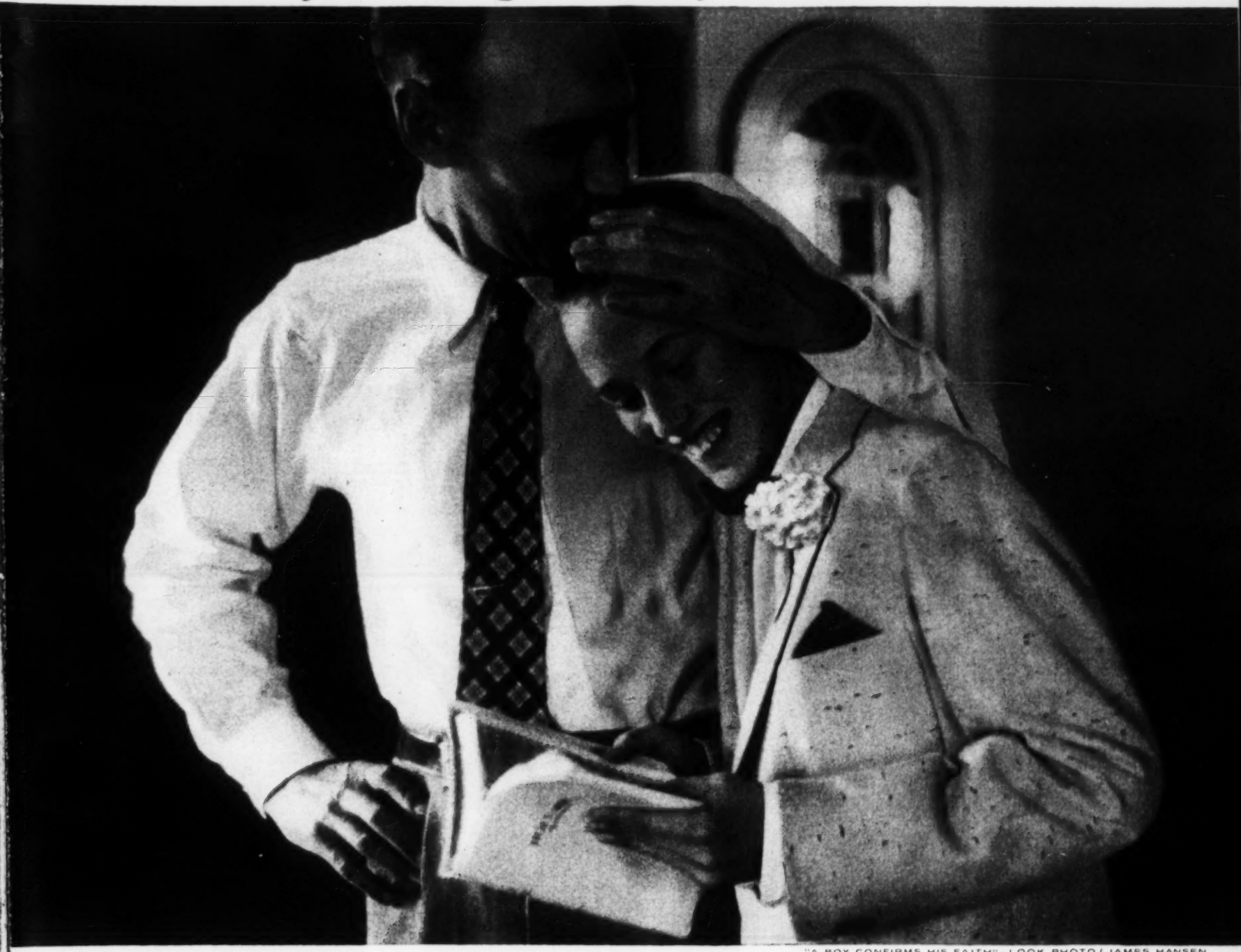
CBS 2

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit

this Wonderful thing about families



"A BOY CONFIRMS HIS FAITH"—LOOK PHOTO / JAMES HANSEN

The close, warm relationship between parent and child is the essence of family life. It is also the foundation of our economic structure. For, each year, families with children need, want and buy twice as much consumer goods and services as do households without children.

LOOK's 27,900,000 readers are concentrated more among families with children than is the audience of any other major magazine. Through its accent on human values, the warmth and variety of its exciting story of people, LOOK has won a unique place in the minds and hearts of America's families. And it is the family that holds the key to immediate sales and enduring success for American businesses.

AMERICA'S FAMILY MAGAZINE **LOOK**—*the exciting story of people*

At SMI Convention . . .

Be 'Merchants Again'; End 'Deadly Sameness,' Eavey Urges Supermarts

'Hun-Like Invasion' of Non-Food Field No Help to Supers, Yunich Warns

ATLANTIC CITY, May 26—More than 13,000 supermarket operators—each one owning stores with a minimum volume of $1,000,000 annually —were urged to combat the "deadly sameness" of their industry and become "merchants again" instead of scientific "food distributors."

This keynote was sounded by President Henry J. Eavey in the opening session of the Super Market Institute's 22nd annual convention. Mr. Eavey is head of an Indiana supermarket chain.

"It has become starkly clear that if the supermarket is to continue to progress, we must break through to new highs of productivity," he declared. "We must seek dramatic new means to move to new higher plateaus of volume and efficiency."

He decried the "deadly sameness that infects the industry like a plague" and urged the creation of "once more that pulsing excitement, the startling newness that is the very heart of the supermarket."

■ "Over the past decade or so we have slipped or been pushed into a dangerous and insidious view of ourselves. We have become not supermarket operators, but something called 'food distributors.' We have begun to think of our markets as a chromium distribution point on a vast conveyor belt from farm to table—a belt that moves to the impersonal hum of the IBM machine."

At this rate, he asked, "Isn't it inevitable that today's supermarket must be nothing more than a vast, impersonal, sterile marketing machine?

"Now it may be a good machine—even a superb machine," he continued. "But I think you'll agree with me that there may be a lot of cases on record where the housewife has fallen in love with the iceman—but there's no record of a single case where she ever made love to a refrigerator.

■ "I think the time has come to remind ourselves over and over again of the big need of our times," he declared. "Let's be merchants again. Let's get some of the fun and flavor back into the food store. Let's get some of the excitement of selling."

Although SMI does not represent many of the largest chains in the food business, Mr. Eavey assailed the government's pending anti-trust actions against some of the food giants:

"We are told by our government that what troubles our industry is concentration of power in the hands of the very few big chains," he said. "Now this is a very beguiling point of view. For what they are really saying is, 'Let us alone and we will solve the problem of concentration for you. We will break up the power of the largest chain.'

"There's only one problem with this point of view. If we permit the government to break up the large chain, what's to prevent them from breaking up the small chain? What's to prevent them from saying that in any one community this or that retailer isn't too large?

"I think the time has come for us as an industry to recognize that the government's present action against National Tea, Kroger or any other food company like them is an action against every man in our industry, small or large."

■ Despite continued expansion by SMI members into non-food lines, the head of a New Jersey department store urged them to "look twice before plunging into non-foods." This prompted some of his listeners, who contemplated the speaker's vested interest, to ask: "What is he doing, talking here?"

David L. Yunich, president of L. Bamberger & Co., said that selling soft goods is not helping any discount houses. He told the supermarket men that soft goods selling "can distort the character of your entire store, and this is deadly. A supermarket must stand for something, not everything."

He said the "hun-like invasion" of the non-food fields by supermarket operators would not solve what he called the four basic problems in running a large retail store—inaction, projection, depression and sameness.

He described inaction as "a sinister, unseen thing that seldom surfaces" and listed some of the phrases that are symptomatic of the disease:

- "It's not in the budget."
- "We tried that before."
- "It's not practical."
- "We're not ready for that."
- "We're too small a department."
- "The union would scream."
- "You're two years ahead of

Read-Me-First
power of four color process pictures on your ENVELOPE
(and letterheads, too!)
FREE KIT when requested on business letterhead
Top quality . . . bottom prices
Colortone PRESS
Color Stationery Specialists
2412-24 17th St. N.W., Wash. 9, D. C.

your time."

- "Don't be ridiculous."
- "We'll be a laughing stock."
- "Let's form a committee."

Mr. Yunich warned that it was "presumptuous" to "interpret in terms of ourselves instead of the public," and he advised against projecting an executive's feelings or the opinions of his family into a store's operations.

Suppression of creativity "is the very worst thing that could happen to retailing," he said, but a store must first "tune-in" before going into creativity.

"Much store promotional effort is not for the public at all, but for ourselves," he said.

■ Supermarket sales increased 13% last year, Curt Kornblau, Supermarket Institute director of research, told the members in his annual report on the state of the industry.

But only 2% of that increase came from old established stores, and SMI members are planning to step up their 1958 expansion to even greater heights this year. Definite plans call for the addition of one new supermarket for every five presently in operation, thereby further increasing the competitive problem in which the supermarket men are already deeply enmeshed, he reported. Major remodelings are planned by 7% of the operators, he said.

The average supermarket's sales in 1958 reached $1,820,000—on the average, $10,000 above the previous year.

Of the new markets added last year, fully 28% were obtained through purchase or merger. This is the biggest percentage in this category in the past five years, he said.

So-called bantam or midget markets, which have received much publicity recently, are not particularly enticing to the SMI members. Only five of the 331 companies which participated in the survey are currently operating bantams, he reported.

■ Mr. Kornblau summarized the findings thus:

"The large majority of companies enjoyed sales gains. The major portion of sales increases came from new stores, but 'old' stores continued to produce sales gains. Expansion continued apace. New supermarkets were added at a rate even greater than in the year before, and many older stores were modernized.

"Operating expenses continued to advance. Two out of five companies improved their ratio of net profit in comparison with a year ago."

Additional non-food lines made their way into supermarkets last year, he continued. Virtually all (99%) now carry health and beauty aids. Housewares and women's hosiery are carried in better than nine out of ten; magazines, stationery and pet supplies in more than three out of four.

Other non-food lines carried by more than half of the supers include children's books, toys, baby needs, phonograph records, glassware, men's and children's socks, notions and sundries, garden supplies and hardware.

■ The most striking gains in the past year were made in the stocking of women's hosiery, magazines, pet supplies, notions and sundries and other soft goods.

The typical percentage of non-food sales remained at 5%, which has been its level for the previous two years.

Trading stamps were offered by 67% of SMI members, compared with 58% the year previous.

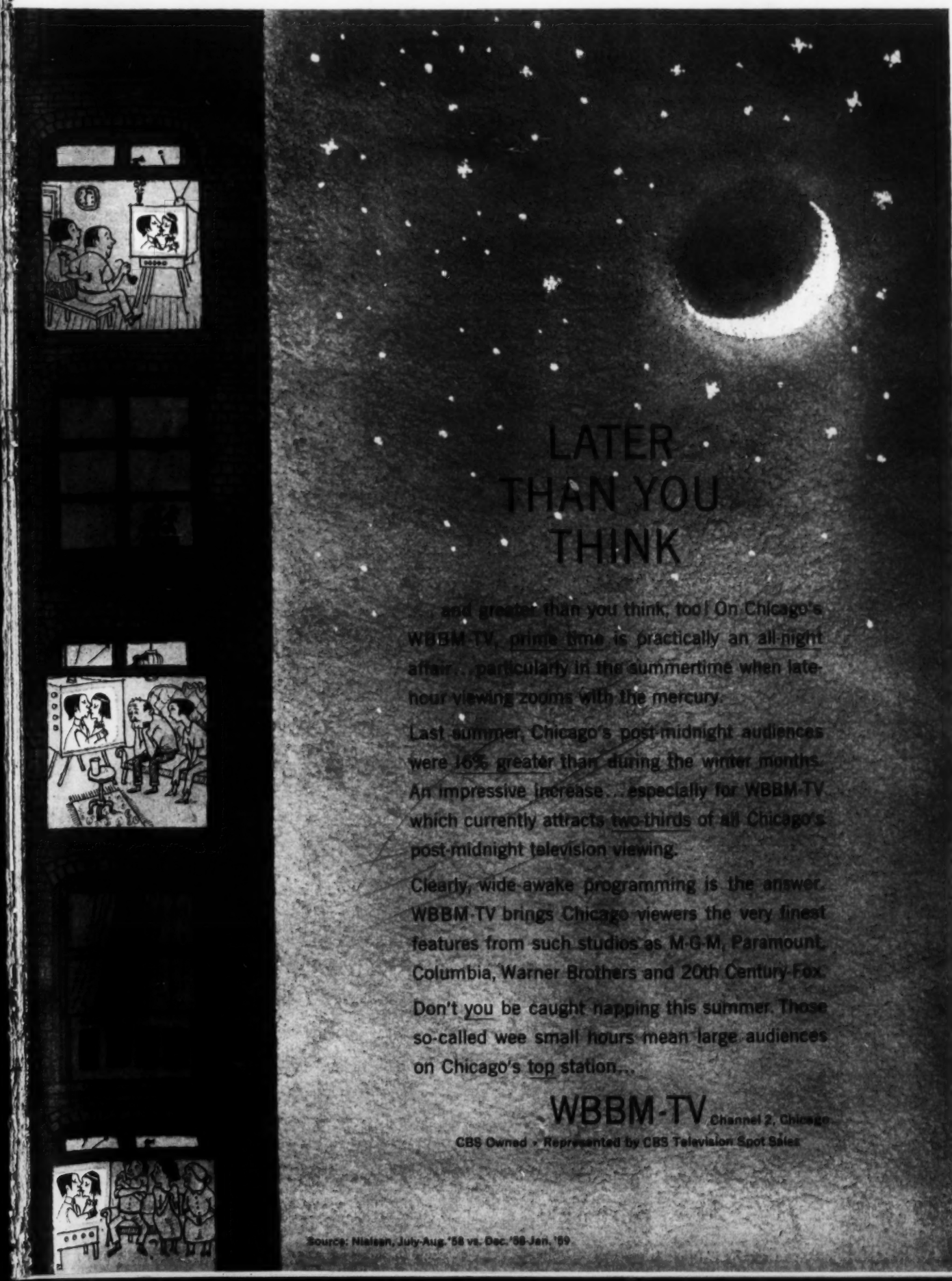
"This growth is due primarily to three factors," Mr. Kornblau said. "Companies with stamps are giving them in more of their stores. Stamp users added more supermarkets than non-users in the past year, and stamps have spread to Canada."

The stamp plans are strongest in the mountain and Middle Atlantic regions, where they are offered by better than nine out of ten supers.

Mr. Kornblau's survey was based on information provided by 331 companies operating a total of 4,466 stores, with combined sales of $6.4 billion last year.

■ Three operators from widely separated parts of the country—Tampa; Hammond, Ind., and Billings, Mont.—provided the supermarket men with similar answers about what to do when volume drops because an area is "overstored": Get greater cooperation, run a better store, have a human interest in your customers, and practice public relations.

Simultaneously with the convention, 529 exhibitors filled the main floor of Convention Hall with an assortment of equipment, supplies, services, foods and non-foods to tax the capacities of all the assembled supermarket operators.


LATER
THAN YOU
THINK
and greater than you think, too! On Chicago's WBBM-TV, prime time is practically an all-night affair . . particularly in the summertime when late-hour viewing zooms with the mercury.
Last summer, Chicago's post-midnight audiences were 16% greater than during the winter months. An impressive increase . . especially for WBBM-TV which currently attracts two-thirds of all Chicago's post-midnight television viewing.
Clearly, wide-awake programming is the answer. WBBM-TV brings Chicago viewers the very finest features from such studios as M-G-M, Paramount, Columbia, Warner Brothers and 20th Century-Fox.
Don't you be caught napping this summer. Those so-called wee small hours mean large audiences on Chicago's top station...
WBBM-TV Channel 2, Chicago
CBS Owned • Represented by CBS Television Spot Sales
Source: Nielsen, July-Aug. '58 vs. Dec.'58-Jan. '59

if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

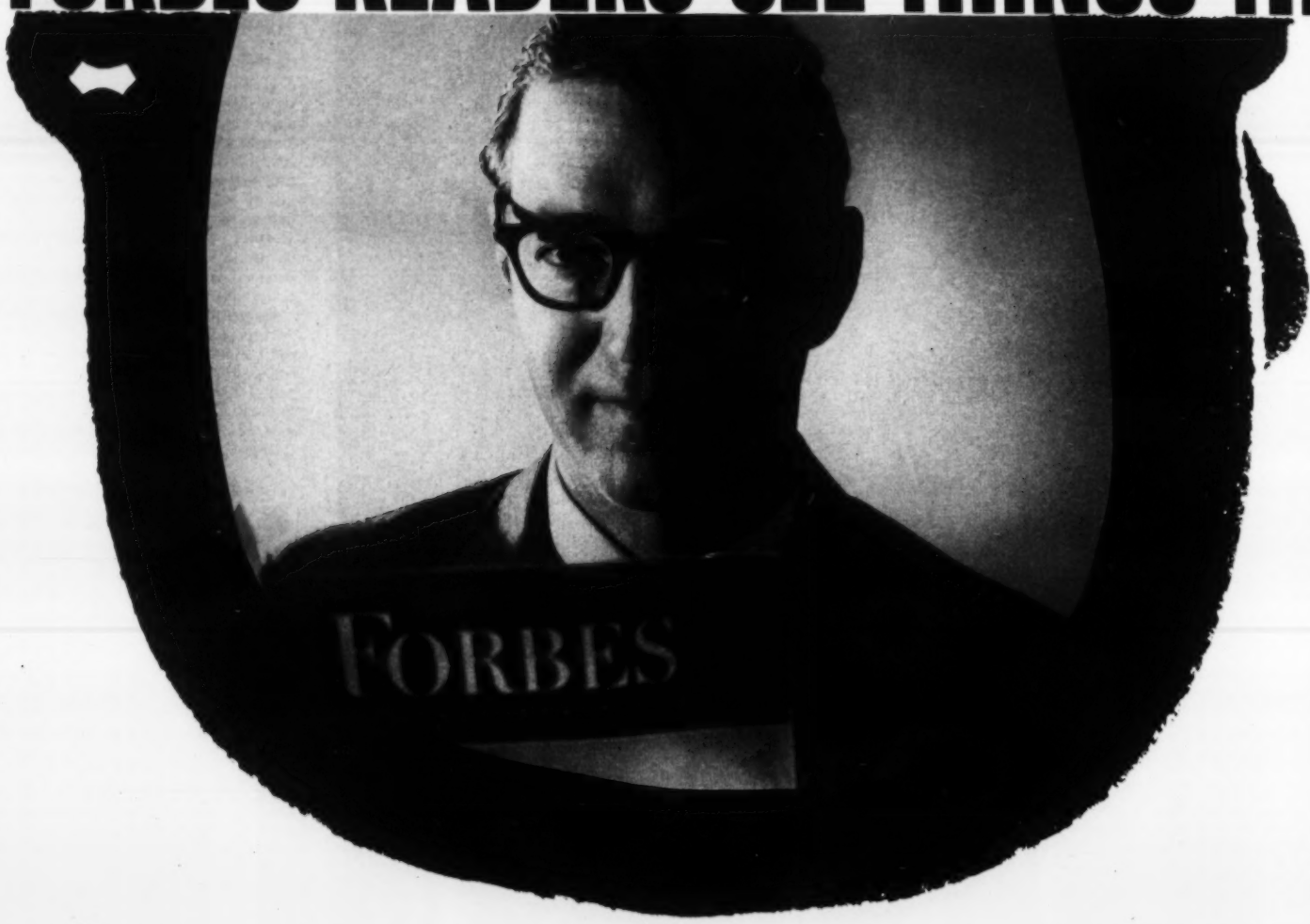
if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

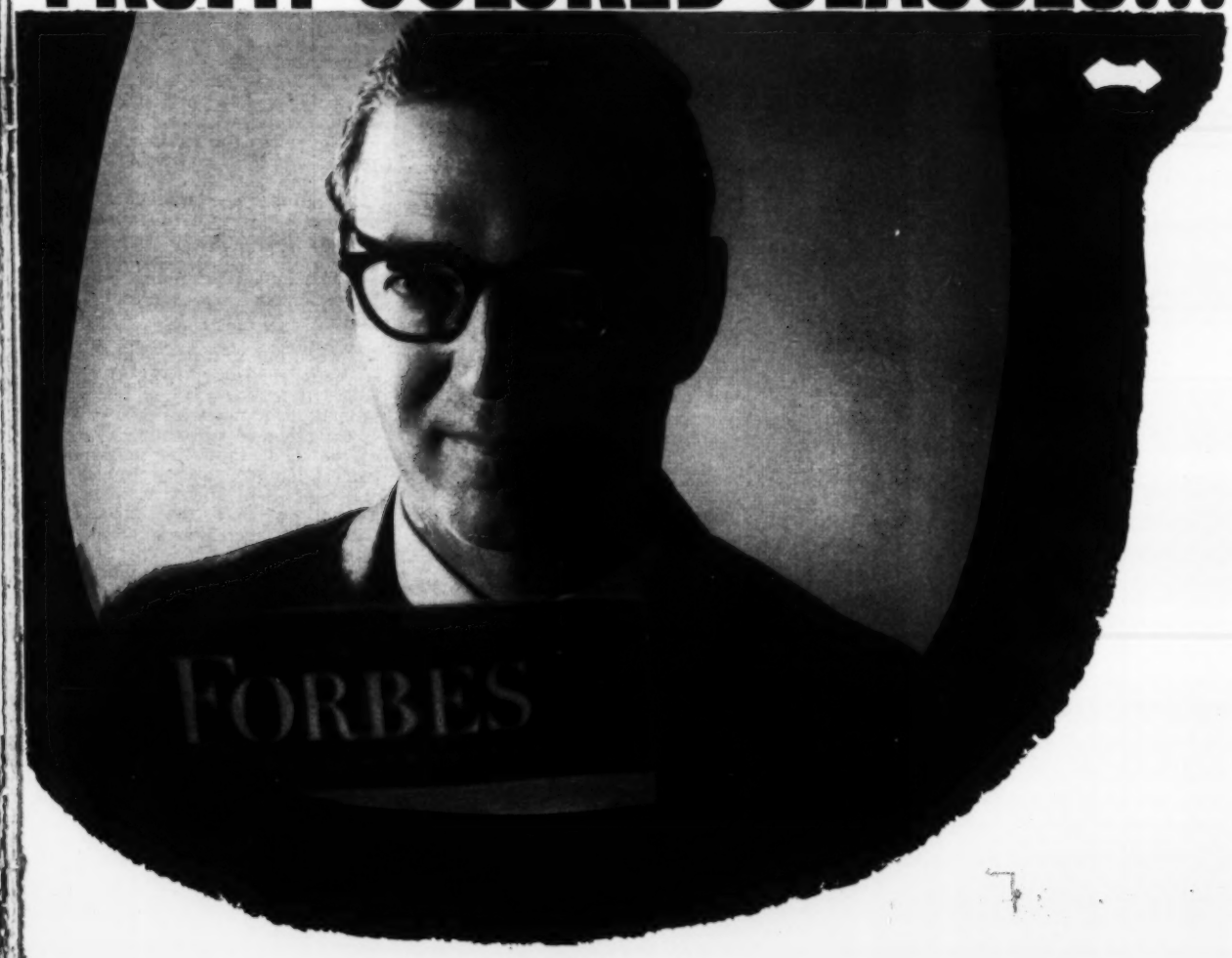
write for samples and price list!
(or phone, it's quicker)

QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

FORBES READERS SEE THINGS THROUGH



PROFIT COLORED GLASSES....



The easiest sale you can make is to someone who is pre-sold on the idea that your product or service can make a profit for him. That's the job your advertising in Forbes can accomplish.

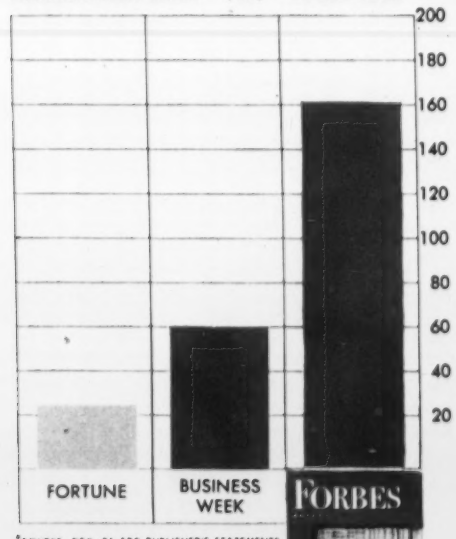
Forbes subscribers are the men who approve the budgets...make the final decisions...control the purchasing power. They're known by many names..."President"..."Director"..."General Manager"..."Comptroller"..."Boss"...by any name, these are the men with "Yes-Power"...the authority to say "Yes" to you, and to make it stick! These are the men who buy...these are the men who invest...who spend money for their companies and for themselves...to make a profit. You can open their doors to your sales story with your advertising, in Forbes.

Look at the statistics: over 80% of Forbes readers are active business leaders...36.4% are at the very top of their own companies...over one-third are partners, owners, directors of more than one company! More than two-thirds of Forbes readers have the final say in the purchase of operating supplies, equipment and services. This is the Yes-Power you need!

Over 290,000 management men read Forbes ...**the fastest-growing management magazine in America!** Your advertising in this unique climate of acceptance...is your one big buy in the management magazine field.

Forbes Magazine • 70 Fifth Ave. • New York 11, N.Y.

CIRCULATION GAIN (%) 1950–1958*



*SOURCE DEC. 31 ABC PUBLISHER'S STATEMENTS

FORBES GIVES YOU 290,000 YES POWER

In 3 years, Readers of the New York Journal-American in Families with Incomes over $5,000

INCREASED 47%

From New York Daily News "Profile of the Millions" 1955 & 1958

Anderson Phillip Heinkel Wright

LOCAL HONORS—*Ruby Anderson, WGN's "Virginia Gale" and vp of the Chicago chapter, American Women in Radio & Television, greets three of the local feminine Emmy award winners who were guests at an AWRT chapter dinner. Among the Chicago winners were Lee Phillip, "best saleswoman," Susan Heinkel, "best child performer," and Nancy Wright, "best singer of commercials."*

"Time dijo..."

"Time dijo..."

"Time dijo..."

"...moon shots... Salk shots... nuclear test shots..."

To guide their growing nations and industries wisely, Latin American leaders have to keep up with *all* the news.

What happens in the U. S. and the world is vitally relevant to their political and business plans.

For the clearest, most concise and comprehensive accounts of today's complicated news events, these responsible people rely on TIME.

So when news comes up in their conversations, it comes in with the words "TIME dijo..."—"TIME said..."

TIME

LATIN AMERICA

The most talked about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

Mutual Savings Banks Expected to Set National Drive

ATLANTIC CITY, May 26—The National Assn. of Mutual Savings Banks is considering a proposal to spend $150,000 a year for a national advertising campaign.

The proposal was made here at the organization's annual meeting by Granville S. Morgan, vp of the Philadelphia Savings Fund Society.

Individual savings banks, Mr. Morgan said, will spend an estimated $15,500,000 for advertising in 1959.

"But most of this is competitive advertising," he said, "aimed at telling the customer that you can do more for him than your competitor.

"Motivation for a national campaign," Mr. Morgan said, "should be for the good of the industry." Other financial institutions are seeking to limit the operations of savings banks to present geographical areas, he pointed out, and to limit savings banks' growth by changing their federal tax status.

■ "When our industry is involved in national issues," Mr. Morgan said, "it is essential to tell our story at the national level."

The proposed advertising budget, he said, must be measured against the $650,000 the commercial banks will spend in national advertising, and the $1,500,000 the savings and loan associations will spend.

The proposal for a national ad campaign is expected to be acted upon favorably. But methods of assessing member banks, formulation of a basic advertising policy, and selection of an agency are yet to be worked out. #

Hall Gets All Ward's Printing

A ten-year agreement that provides for the printing of all Montgomery Ward & Co. catalogs by the W. F. Hall Printing Co., Chicago, has been completed (AA, May 4). The catalog printing reportedly costs $10,000,000 yearly. Ward's previously split its printing business among Hall, R. R. Donnelley & Sons, Cuneo Press and Henneberry Rotogravure Co., all of Chicago, and McCall Corp., Dayton.

Keystone Adds Affiliates

Keystone Broadcasting System, Chicago, has added eight new affiliates, bringing the total to 1,070. New affiliates are KCIJ, Shreveport, La.; WSRO, Marlboro, Mass.; WDOG, Marine City, Mich.; WYRN, Louisburg, N. C.; KWAM, Memphis; KSOX, Raymondville, Tex.; WRIS, Roanoke, Va., and WPAR, Parkersburg, W. Va.

Harvey Manss, 73, Ex-Adman, Retired Head of Bayer, Dies

NEW YORK, May 26—Harvey McKnight Manss, 73, retired president of the Bayer Co. division of Sterling Drug Inc. and a former agency account executive, died May 22 at his home in Larchmont, N.Y., after a long illness.

Widely known throughout the drug industry over the past 30 years, Mr. Manss was in charge of Sterling's Bayer division during the period in which Bayer aspirin attained peak popularity and sales growth in the U.S. He retired in 1956.

Born in Cincinnati, Mr. Manss was graduated from the University of Michigan. He entered the advertising business in 1909 and was associated with J. Walter Thompson Co. as an account executive for several years. Later he was advertising manager of Andrew Jergens Co., Cincinnati toilet goods manufacturer.

He began his association with Sterling Drug in 1930 and was appointed sales manager of Bayer in 1932. He was made a vp in 1934 and was elected president of the division in 1937. In 1941, he was elected a vp and a director of the parent company.

HAROLD M. TAYLOR

PROVIDENCE, May 26—Harold Murdock Taylor, 65, radio pioneer and former advertising executive in Cleveland, New York and Boston, died May 17 at Davis Park Veterans Hospital.

He served as director of technical publicity at Aluminum Castings Co., Cleveland, in 1919 and 1920 and for the succeeding five years worked as advertising manager of American Radio & Research Corp., New York and Medford, Mass. He also had been copy and production manager of Harry M. Frost Co., Boston agency, before being stricken with multiple sclerosis.

GERALD A. CAREW

NEW YORK, May 26—Gerald A. Carew, 59, vp and sales manager of Story, Brooks & Finley, newspaper representative, died May 20 of a heart attack at Lawrence Hospital, Bronxville, N. Y.

Born in New York, Mr. Carew was graduated from Fordham University. During World War I, he saw service abroad with the Marine Corps. Following the war he joined Story, Brooks & Finley as a salesman. He was appointed sales manager in 1944 and was elected a vp in 1949.

Mr. Carew was a director of the American Assn. of Newspaper Representatives, a member of the Sales Executives Club of New York and American Legion Post 207, and was a past president of the New Rochelle Shore Club.

BARNEY MARKS

CEDARHURST, N. Y., May 26—Barney Marks, 71, retired sales promotion manager of the National Silver Co., died May 18. From 1909 to 1939, Mr. Marks was with Gimbel Bros., department store, and at his resignation was merchandising manager of the home furnishings division.

He was sales promotion manager of National Silver Co. for 14 years. In March, he was reelected to a four-year term as a trustee of Cedarhurst.

STUART E. McKEOWN

DARIEN, CONN., May 26—Stuart Ellison McKeown, 67, founder and president of Stuart E. McKeown Co., New York, publishers' representative, died May 18, presumably of a heart attack.

Born in Springboro, O., Mr. McKeown served as a pilot during World War I in the First Pursuit Group with Capt. Eddie Rickenbacker, and was shot down behind enemy lines. Later he received the *Croix de Guerre*.

Following the war, Mr. McKeown joined McGraw-Hill Publishing Co. as an advertising salesman, but later resigned to become business manager of *American Girl*. Subsequently, he was associated with W. B. Bradbury Co. before starting his own business in the late 1930s.

Schaffel to Succeed Brooks

Larry Schaffel will take over as public relations manager of Ekco Products Co., Chicago, on June 1. He succeeds James R. Brooks, who resigned to go into business for himself as editor and publisher of the weekly *Gilbert Enterprise* near Phoenix, Ariz. Mr. Schaffel, an ex-newsman, has been with Ekco for the past year.

Kesner Joins Lennen & Newell

Robert Kesner, formerly assistant advertising manager of Coca-Cola Co., has joined Lennen & Newell, New York, as a senior vp and management account supervisor on Newport filter cigarets.

SELL THIS CAPTIVE AUDIENCE!

You can reach the captive audience now in more than 4,000 drive-in theatres in the United States through big-screen, full-color theatre screen advertising.

For further information contact:

THEATRE-SCREEN ADVERTISING BUREAU

437 Merchandise Mart Chicago 54, Ill.

the world of Kenneth Goodwell...

an almost average oil jobber in a $30 billion market

KEN GOODWELL and his Good Oil Co. are typical of the roughly 8000 to 10,000 oil jobber companies so vital to the marketing of petroleum. National Petroleum News made a survey to get an illuminating composite of the "average jobber." Then a search was made to find the company that best fit the picture painted by the statistics.

Obviously, many jobbers have more than exactly 10.7 employes, or own more than 3.12 service stations, 1.3 bulk plants or 6.3 pieces of rolling stock; but in most categories Good Oil comes close to the average. Ken's company sells 1½ million gallons of gasoline each year, 550,000 gallons of kerosine, 700,000 gallons of fuel oil. Its total annual volume is $625,000 – $90,000 of which is from tires, batteries and accessories.

Oil jobbers, together with their marketing management counterparts in the major oil companies, do almost all the buying and specifying of oil marketing equipment. And this is big business: the 1959 oil marketing market will include capital expenditures 16% higher than 1958 – $469 million – and retail service station sales of $17 billion.

If you want to reach this market, you should use National Petroleum News – the longest established magazine devoted exclusively to oil marketing. NPN's 9 full-time editors and 72 contributors continually turn out the kind of stimulating editorial material that produces money-making, money-saving ideas for the oil marketing manager. If you want more information on Ken Goodwell and the market he represents, write for our booklet, "An Almost Average Oil Jobber."

NPN

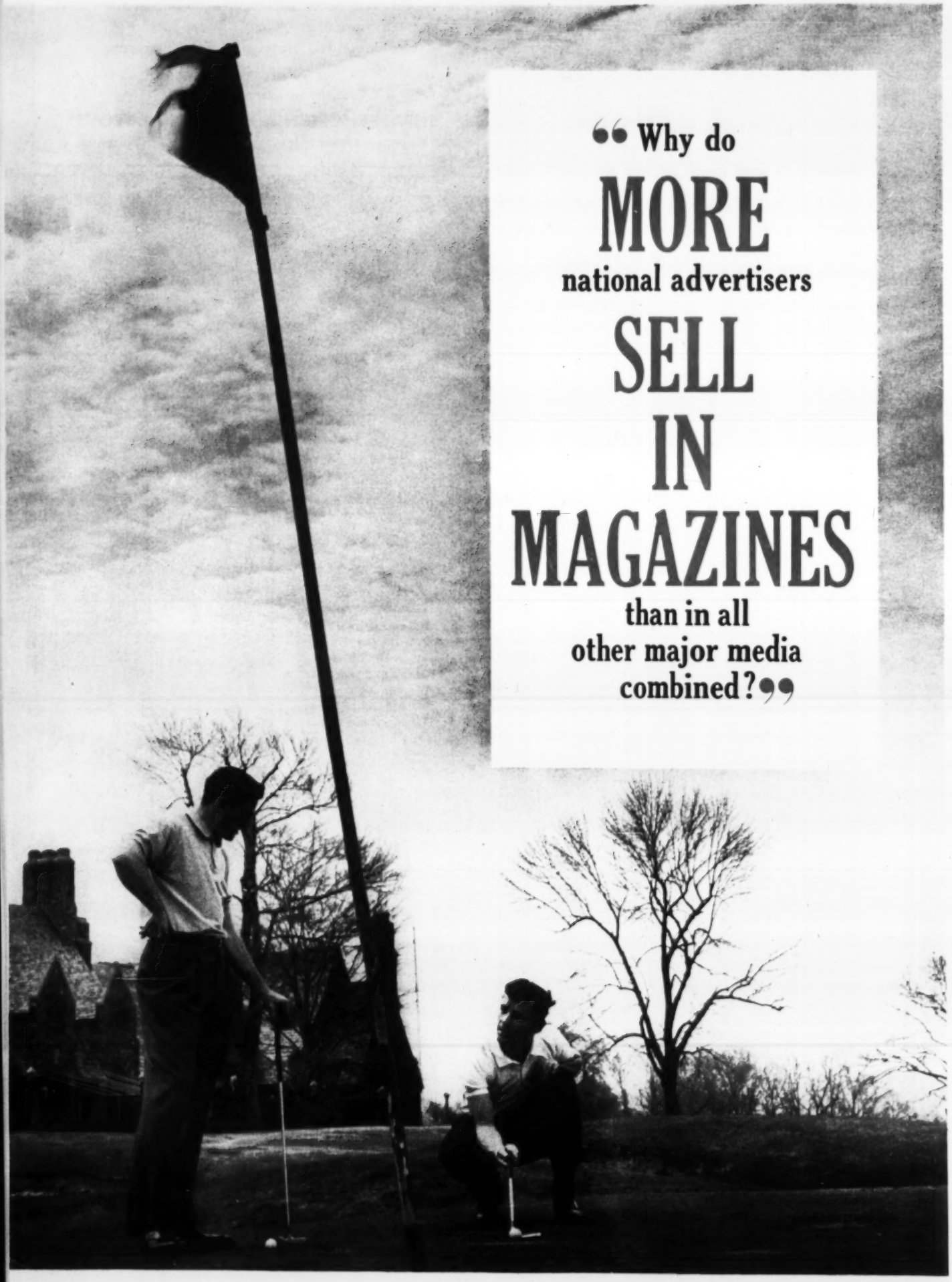
NATIONAL PETROLEUM NEWS

For Oil Marketing Management

All paid Audited Circulation

A McGraw-Hill Publication

330 West 42nd Street, New York 36, N.Y.



“Why do
MORE
national advertisers
SELL
IN
MAGAZINES
than in all
other major media
combined?”

Magazine

“... magazines backbone of R.T. French Co.'s national advertising since 1923...”

“... major portio in magazines... Flo acceptance second-

“... Fiat cars introduced in magazines... make record sales in first two years...”

CHANEL

...es build sales today–growth tomorrow–*because...*

"Color – beautiful, vivid color – does for food advertising what Bardot does for the sweater. It provides the appeal.

"Drool over a food ad tonight and you're well on your way to a sale tomorrow. Magazines give us the tools both to catch m'lady's eye and excite her taste buds.

"Magazines also give us a chance to reach women during their leisure hours when they're fresh and receptive to new ideas. They are a reliable, ever-ready answer to woman's perennial question, 'What can I serve my family tonight for a change?' Recipes are there in black and white to cut out, to refer to, or pass along to a friend.

"We like magazines... They have been the backbone of our national advertising program each year since 1923. We see no reason why they won't continue to be so for a long time to come."

–THE R. T. FRENCH CO.

...n of advertising ...rsheim consumer ...to-none..."

"For over sixty years, Florsheim has concentrated the major portion of its advertising appropriation in magazines of large national circulation, and, without exception, is the oldest consecutive men's shoe advertiser in every publication on its list today. According to the most recently published figures, Florsheim also is the largest men's shoe advertiser in the magazines, both as to space and to dollars spent.

"Actually, magazine advertising is as much a business philosophy to Florsheim management, as it is sound selling practice, the founder of the Company having felt that the first requisite to building brand name acceptance was to appeal directly to the consumer. Naturally, magazine advertising has been the answer from the beginning, with the result that today Florsheim consumer acceptance is second-to-none in the men's apparel field."

–THE FLORSHEIM SHOE COMPANY

"Fiat motor cars were introduced into this country approximately two years ago. To support distributors and dealers, it was necessary to familiarize the public as quickly as possible with the Fiat name and Fiat automobiles. The ability of magazine advertising to do this, and to lend prestige to a new product, made magazines a 'must'. A further reason for the selection of magazines was their economy, through the length of life and multiple readership they can give to an advertisement.

"Results have borne out these expectations. Distributors and dealers were pleased by the promptness and strength of the support they received. They were able to tie in locally with the Fiat magazine advertisements, and did so with gratifying frequency.

"Fiat automobiles have had the best sales record, in the shortest time, of all imported cars – a fact that speaks for itself."

–FIAT MOTOR COMPANY, INC.

"...with magazines as basic medium, Chanel shows steady sales increases..."

"Magazines have always been the basic medium of Chanel advertising. As sales have expanded, which they have, continuously, Chanel has increased its magazine budgets.

"Chanel considers magazines its basic advertising medium for a variety of reasons. Only in magazines is the editorial background such that it sets off Chanel's exclusivity and popularity. Women expect to see a leader like Chanel in quality magazines.

"Magazines permit Chanel to beam their message to specific audiences of various types, which are known to be the most receptive to the dignified, prestige presentation of the Chanel product. Only magazines provide a sufficient backdrop of fashions and elegance for the Chanel message.

"That the Chanel advertising formula, with magazines as its media basis, has been a successful one is proved by the fact that Chanel sales have shown steady increases."

–CHANEL, INC.

Magazines put you in direct touch with the reader's mind

The deliberate concentration of the reader is a major reason why magazine advertising works. It results in deeper, more lasting impressions. Magazines call upon the reader at his convenience; they stay as long as he wishes, available for repeated reference. Magazines can also place useful material in people's hands – cookbooks, money-saving coupons, product samples. Magazines work for sales in more ways than any other medium.

People believe what magazines say

Who, what, when, where – other media can tell. But Americans turn to magazines to find out why. Today, every literate American owes to magazines some of his knowledge, judgments, opinions and convictions – for people read and believe what magazines say. That's reflected in the way people feel about magazine advertising. "The public's attitude is that a magazine advertisement is a sworn statement of fact," says a leading advertising man. Another puts it this way: "Because of the tremendous volume of advertising and the welter of claims and counterclaims, today there's a great premium on magazines' believability."

Magazines can get you anyone or everyone

Want families particularly interested in homes? Want dual audience? Want teen-agers, or housewives or fashion-followers, or men? Or do you want everyone that's worth getting in the whole U.S. buying market? (Survey after survey proves that magazine readers earn more, spend more.) There is a magazine or group of magazines to sell your kind of product to your kind of audience, since each magazine draws to its pages a group of readers of common interests, tastes, desires.

The magazine is a trusted buying guide

Consumer confidence in magazines is a big reason why most marketers use magazines as the basis for their merchandising. And realistic product reproduction – with eye-catching, lifelike colors available – gets immediate recognition at point-of-sale ... adds to magazine merchandising values. Retailers know that their best customers prefer to "shop" the ads in magazines – and to shop in the stores that display products they saw in magazines. Clearly, magazines are the most merchandisable medium.

Magazine Advertising Bureau of
444 Madison Avenue, New York 22, N. Y.

wake up!

THE FORT WORTH STAR-TELEGRAM GIVES YOU THE LARGEST COMBINED DAILY CIRCULATION IN THE RICH TEXAS MARKET!

254,038
DAILY
(Morning and Evening combined)

225,297
SUNDAY*

One ad in the Star-Telegram gets your message to 100 wealthy West Texas Counties with 24.7% of total state income and 24.9% of total state sales!

*ABC Audit Report, March 31, 1958

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., President and National Advertising Director

LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests

"Just a good newspaper"

Merchandising Ideas

Elsie's Cone Game Out

• When's an ice cream cone not a cone, but a toy which can double as an ice cream holder to boot? Borden Co. answered that question during National Ice Cream Cone Week—May 18 to May 24—with introduction of a new toy, "Elsie's Ice Cream Cone Pop Game." The game comes with eight plastic cones, a miniature launching platform and a target—a half-gallon ice cream container made by Lily-Tulip Cup Corp. picturing Elsie, the Borden cow. Object of the game is to pop the plastic cones into the ice cream container. Borden says the plastic cones also may be used as holders for real ice cream cones by inserting small-size Lily-Tulip paper cups into the plastic cones to hold real cones.

The game, retailing at about $1, is manufactured by Wilkening Mfg. Co., Philadelphia, under a licensing agreement with Borden Co.'s Elsie Enterprises.

B-M Gives Tool to Stockholders

• Following an innovation of three years ago, Bristol-Myers Co. in its annual report for 1958 has included a special booklet as a tool for stockholders. The current booklet, "Record of Family Affairs," was developed as a convenient form for recording under one cover, essential data of personal record keeping such as investments, banking activities, insurance, medical record, social security, pensions and personal property. In the two previous reports, Bristol-Myers enclosed booklets on "How to Read a Financial Statement" and "A Glossary of Financial Terms."

PILL BOTTLE MAILING—*This "pill bottle" mailing was sent by Seltz Advertising Service, New York, to 2,000 sales executives to promote the Seltz Sales-Vertising service for "pepping up" sales staffs. Seltz reports it received a response of more than 20% on the mail piece, which included a bottle of "success pills" for sales managers, a letter describing the service and a reply card requesting more information.*

Liberty Offers New Handbook

• Tying in with the National Retail Hardware Assn.'s industry-wide program of helping retailers increase stock turnover and net profits, wholesaler members of Liberty Distributors, Philadelphia, are offering to interested retailers a special "Liberty-version" of the merchandising and management program. In production since March 1, the copyrighted "Liberty Turnover Handbook" will be available from most Liberty wholesalers after June 1. Further information about the handbook may be obtained by retailers from their local Liberty distributor or from Robert C. Vereen, Liberty Distributors, 4300 N. Fifth St., Philadelphia.

Burnett Tells 'Apple Story'

• Leo Burnett Co. is distributing to callers in its reception room a little booklet, "The Apple

EARLY TIMES—*An old-style car is proving successful as an attention-getter and sales promoter for Early Times bourbon, Early Times Distillery Co., a division of Brown-Forman Distillers Corp., Louisville, reports. The surrey model here manned by Sam Goldstein, Tennessee sales manager of Brown-Forman (right), and Bob Geismer, co-owner of Mountain Beverage Liquor Store, Chattanooga, is serving both as a display and an emergency vehicle. The autos have been placed in a number of markets by Brown-Forman.*

POSTER TIE-IN—*West Coast Lumbermen's Assn., Portland, is offering dealers two 38x30" full-color posters shown above for display in store windows and on sales shed doors and walls. Copy and art ties in with the national advertising by the association, promotion group for mills in the fir lumber area of the Pacific Coast. Cole & Weber, Portland, is the agency.*

...does national advertising enjoy such complete flexibility. Newspaper advertising is always available—in any market, at any time, in any size or frequency.

In the Chicago market, no other medium can match the flexibility—and the impact—of the **Chicago Tribune**. It offers the widest variety of advertising packages, programs and promotions. And it sells the most goods.

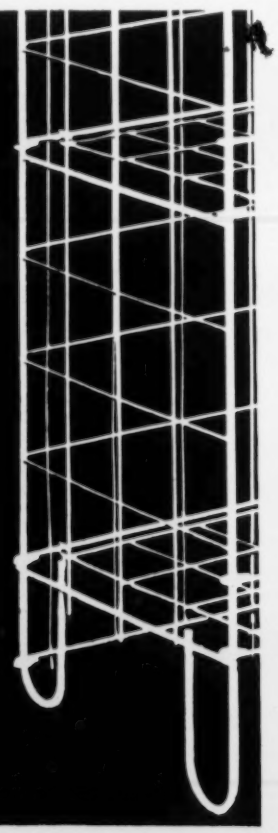
It's what's up front that SELLS!

Effective Displays do the job in today's fast moving merchandising world. Put your product in the "up front" space. Show more—sell more!

For new ideas in displays, write

STAINLESS METAL PRODUCTS, INC.

(Wire Products Division)
P. O. Box 8213
Chattanooga 11, Tenn.



Story." The eight-page, two-color booklet came as a result of inquiries as to the origin of the agency's practice of setting out apples on reception desks. Copy is by DeWitt O'Kieffe, senior vp, and design by Howard W. Anderson, vp in charge of the art department.

The copy begins: "Historically, we like to think that The Apple's most famous settings are: (1) The Garden of Eden, (2) Sir Isaac Newton's country place, and (3) the reception rooms of Leo Burnett Co.," and proceeds to trace "The Apple Story" to its beginning in 1935 when, shortly after the agency was founded, Burnett began placing a bowl of apples in its reception room as a friendly greeting to callers.

Hitchcock Mails Mail Bags

• Miniature cloth mail bags with the name of Hitchcock's *Machine & Tool Directory* imprinted on them were mailed recently to some 500 directory advertising prospects by Hitchcock Publishing Co., Wheaton, Ill. Each bag contained 500 miniature letters and an explanatory note which read:

MAIL BAGS—*Hitchcock Publishing Co. mailed these miniature mail bags containing fan letters for its Machine & Tool Directory to advertising prospects.*

"Here are 500 out of some 2,913 letters received within the first few weeks after the 1959 edition of Hitchcock's *Machine & Tool Directory* was mailed . . . We invite you to examine these letters, considering them a fair sample of the reactions of the 30,000 key buying influences in the metalworking market who receive the directory. And we urge you to plan an advertisement in the 1960 edition as a key part of your metalworking sales program."

Magla Drive Features Book

• Magla Products, Newark, in a promotion for its silicone ironing board covers, is making a special offer which works "to the advantage of the jobber, retailer and consumer," according to Herbert Glatt, Magla president. Included with each cover is a coupon worth

COOK BOOK PREMIUM—*Cook book above is being offered for $1 and coupon included with Magla ironing board covers by Magla Products in special promotion.*

$2.95 toward "The Complete American Cook Book," which retails for $3.95. The retailer receives free books with orders for Magla ironing board covers which he may use as sales incentives or for resale. Mr. Glatt said the jobber benefits from the extra sales and profits he racks up as a result of the promotion.

Ads in *Good Housekeeping, Life* and *Parents' Magazine*, plus announcements on radio, were used to promote the offer. #

OAI Appoints Three

Michael Harrington, formerly district manager in the Dallas office of Outdoor Advertising Inc., has been named southwestern sales manager. Earl Richards, formerly regional account executive in the Dallas office of McCann-Erickson, and Benjamin Griffin Jr., formerly a salesman with Marcann Outdoor Inc., Dallas, have joined OAI in Dallas as account executives. OAI's Dallas office will move June 1 to 211 N. Ervay.

Gordon & Hempstead Adds Two

Roland E. Jacobson and Marilyn Lee Martin have joined the Los Angeles office of Gordon & Hempstead as account executives. Mr. Jacobson, formerly with the West Coast branches of Buchanan & Co. and Ruthrauff & Ryan, will also serve as office manager. Miss Martin, formerly with Davidson Bros. Advertising, will also handle publicity.

Vail Joins Brewers Foundation

Ben B. Vail, formerly head of his own merchandising and sales promotion business, Vail Enterprises, has joined U.S. Brewers Foundation, New York, as director of its new trade relations department (AA, March 23).

Hennessey Named Retail A.M.

Robert T. Hennessey Jr. has been appointed retail advertising manager of the *Detroit Free Press*. He has been roto manager since December, 1958.

AD SCHEDULES OF COMPETITORS
• '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
• Red Book 20 . . . 1958 only. Another 25,000 firms. $35
Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

The Houston Post gives you more

SELLING POWER

in the south's largest market

Your ad in The Post reaches 7537 more families daily than in any other Houston newspaper

SELLING POWER: You get it in The Post. Your ad in The Houston Post reaches *7537 more families daily* than in the Chronicle — at the same line rate! The Post: 200,551; the Chronicle: 193,014. (For basis of comparison of circulation figures, see ABC Audit Reports for year ending 9-30-58.)

SELLING POWER: Proof that The Post gives you more selling power in the South's largest market: Five out of six of Houston's largest retailers advertise seven days of each week *only* in The Houston Post. Surveys show that people read The Houston Post longer than any other Houston newspaper. It is read more by both men and women than any other Houston daily.

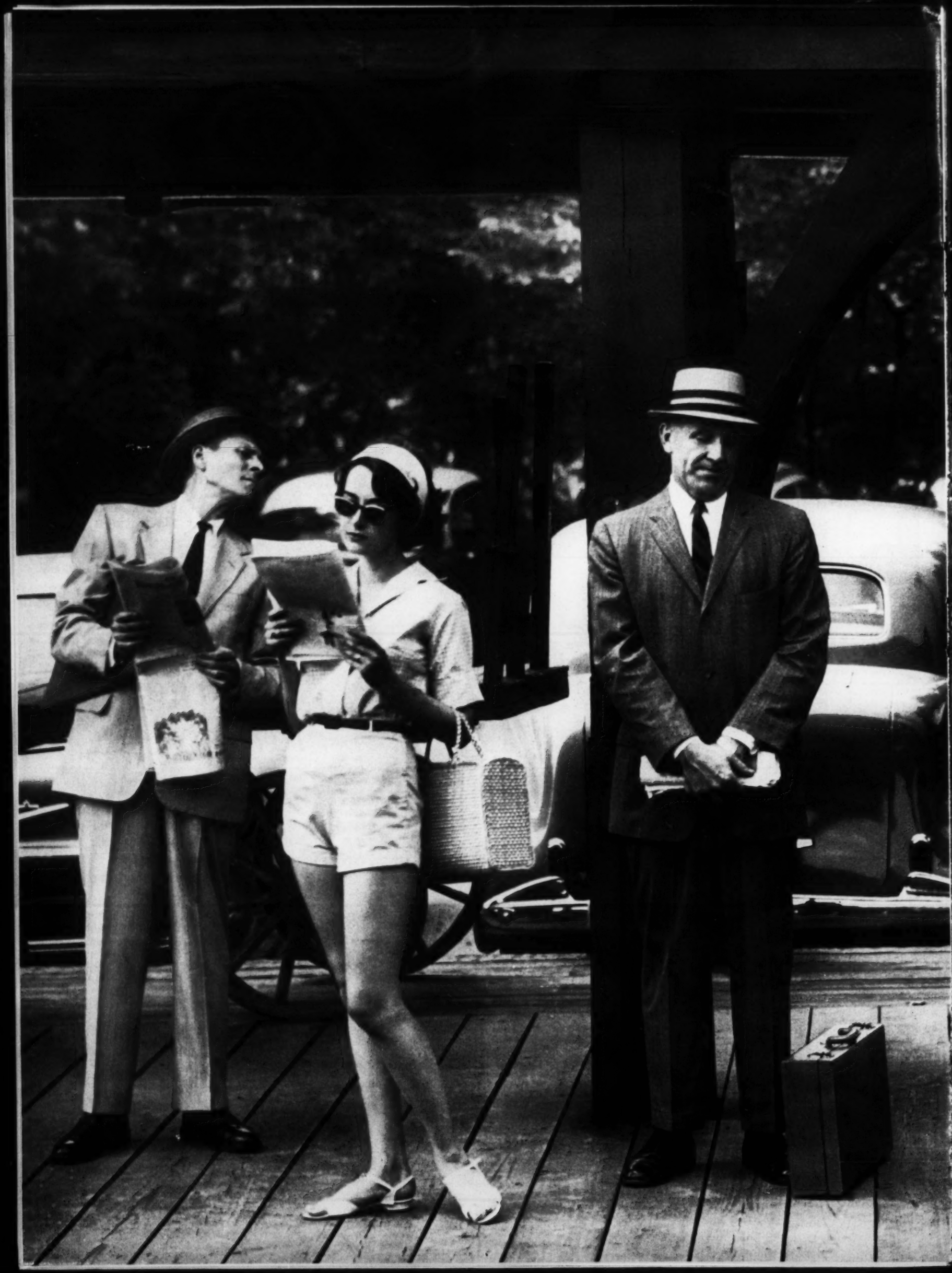
SELLING POWER: Today, more general and retail advertisers pick The Post than ever before. The Post led in daily general linage for the first quarter of 1959. In the last five years The Post's total advertising linage has increased three times faster than the Chronicle's (Post five-year gain: 16.7% vs. Chronicle's 4.38%). In Houston, the South's largest market, use the dynamic SELLING POWER of The Houston Post. It pays.

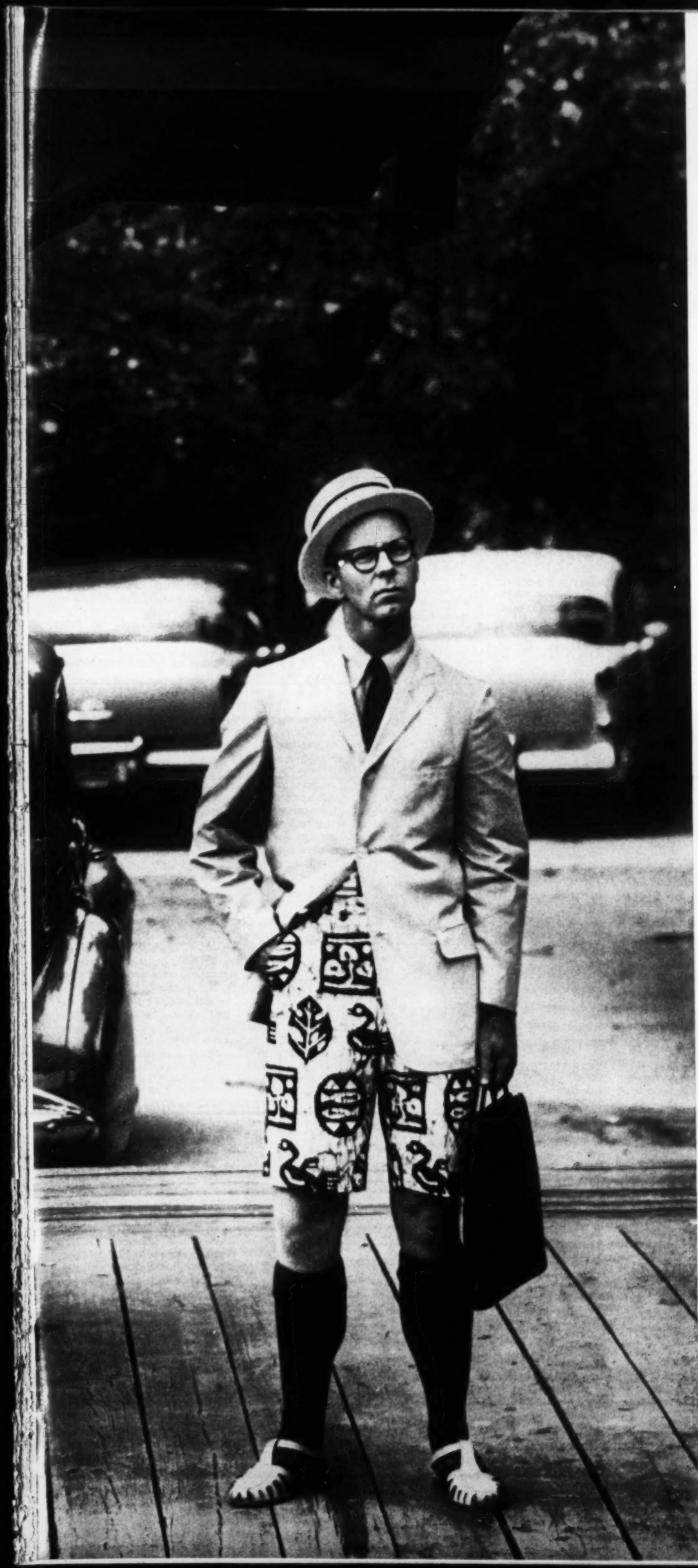
THE HOUSTON POST

MEMBER ABC

Represented nationally by Moloney, Regan & Schmitt

W. P. HOBBY, *Chairman of the Board* / OVETA CULP HOBBY, *President*





MARC BOMSE

IT PAYS TO CALL IN A BUSINESS SUIT WHEN YOU CALL ON A BUSINESSMAN

It's easy to distract a management man's attention from your sales message by selecting "relaxation" media. But, happily, it's easiest to sell him if your advertising is dressed in a business suit. Best-tailored for management advertising is Business Week . . . it's all business, content and circulation. No other general-business or news magazine offers you so much management readership per advertising dollar.

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

A McGraw-Hill Magazine

Batenburg Jones Cottingham De Vore Brown Skillin Bowlzer Veckly Daly

ISSUES—*Discussing interesting points brought up by speakers at the Assn. of National Advertisers annual convention were Michael J. Batenburg, Pittsburgh Plate Glass Co.; Bertram B. Jones, Link-Belt Co.; J. M. Cottingham, Stanley Home Products Inc.; D. G. De Vore, Drackett Co.; Alan Brown, Pharmaco Inc.; Ken Skillin, Armour & Co.; A. R. Bowlzer, New Idea Farm Equipment Co.; John Veckly, U.S. Steel Corp., and A. J. Daly, American Cyanamid Co.*

WTRF-TV STORY BOARD

The announcer's wife was upset by the wild carryings-on of her husband, and decided to take her troubles to her pastor.

"Reverend," she sobbed, "something has to be done about my husband. He doesn't come home to me and the kids at night anymore. Instead, he's gallivantin' all over the place, drinking, playing cards, and chasing after women."

"You have my deepest sympathy," commiserated the clergyman. "Your husband is a miserable sinner."

"A sinner he is, Reverend," replied the distraught woman, "but miserable he ain't. He's having the time of his life!"

● You don't dissipate your advertising dollars with a spot campaign on WTRF-TV, because the WTRF-TV 39-county market is a potent, powerful, profitable area where nearly 2 million people live and work and look and listen. Let the George P. Hollingbery people tell you how to get your share of their annual spendable income of $2½ billion.

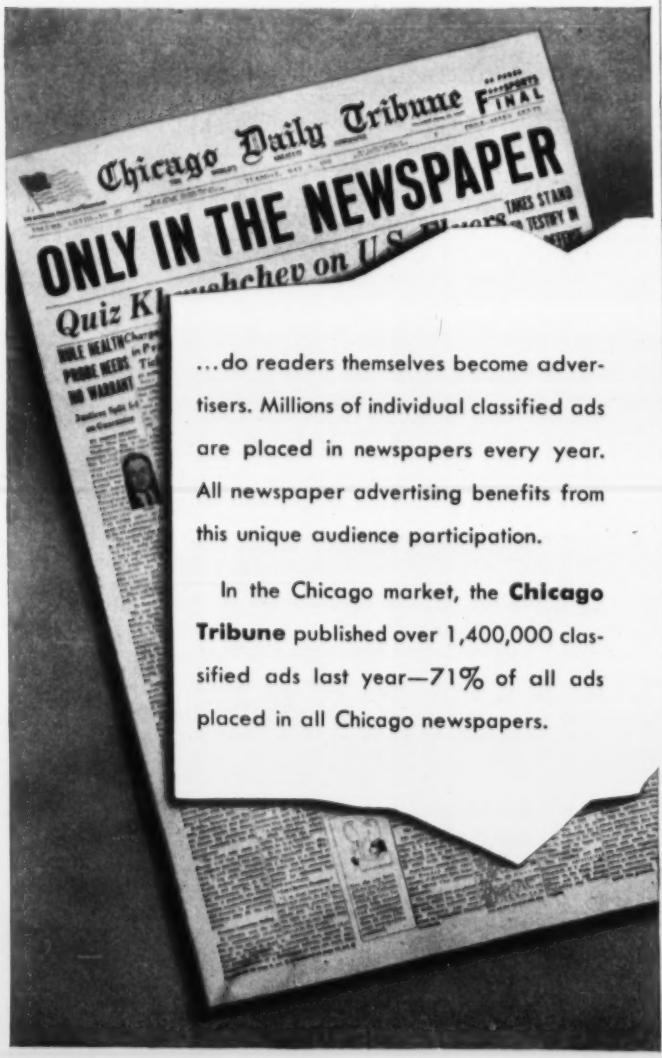
CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Sterling Adds Three Accounts

Sterling Advertising, New York, has been named to handle advertising for Summit of Boston, manufacturer of Original Walker skirts, and Royal Stewart Ltd., New York, new manufacturer of Viyella separates for misses and women. Designers Knitting Mills, Manchester, N. H., also has named Sterling to handle its sweater advertising. Clyde, a new company division, is introducing a line of Viyella sweaters.

Martino, Van Osten Boosted

Frank H. Fleer Corp., Philadelphia manufacturer of Dubble Bubble gum, has appointed James M. Martino Jr. marketing manager, new products, and Joseph S. Van Osten Jr. to succeed Mr. Martino as assistant promotion manager. Mr. Van Osten formerly was a sales assistant. Clare R. Wolfe, formerly with WNFB, Binghamton, N.Y., joins Fleer as assistant promotion manager, trading cards.



...do readers themselves become advertisers. Millions of individual classified ads are placed in newspapers every year. All newspaper advertising benefits from this unique audience participation.

In the Chicago market, the **Chicago Tribune** published over 1,400,000 classified ads last year—71% of all ads placed in all Chicago newspapers.

AA Summer Workshop Participants Come from 32 States, Canada, Mexico

CHICAGO, May 27—Participants in the second annual Summer Workshop on Creativity in Advertising will represent a true cross-section of North American advertising.

Among the nearly 400 who have already signed up for the workshop, to be held in Chicago Aug. 5-8, are advertising men and women from 32 states, as well as from Canada and Mexico. In addition, inquiries have been received from Central and South America.

Enrollments are almost equally divided between advertising agency people and personnel on the advertising, marketing and sales promotion staffs of national and regional advertisers.

■ The creative workshop is designed to fill the needs of creative advertising people—both print and broadcast—for serious workshop sessions which are devoted exclusively to the creative aspects of advertising.

It is in no sense a "convention," nor is it designed for novices in advertising. It aims at satisfying the needs of experienced advertising practitioners and creative people who want:

• 1. An opportunity to review, critically and analytically, the outstanding consumer advertising, in both print and broadcast media, of the past year.

• 2. An opportunity to check on new techniques and new ideas in both print and broadcast which have not yet gained general currency, and to pick up the creative notions of acknowledged experts.

• 3. An opportunity to spend three uninterrupted days with other creative advertising practitioners from all sections of the country, and to swap ideas and suggestions with them.

■ The "Faculty" of the workshop includes 29 outstanding authorities in marketing and advertising, as well as leading experts on sociology, communication, population trends, etc. Among those who will participate are Charlotte Montgomery, writer and lecturer; Prof. Bergen Evans, Northwestern University, famed authority on language; E. B. Weiss, ADVERTISING AGE columnist and merchandising consultant; Janet Wolff, copy group head, J. Walter Thompson Co.; Robert L. Foreman, exec vp in charge of creative services, BBDO; Jack Sidebotham, television art and copy supervisor, Young & Rubicam;

Saul Bass, famed Hollywood art consultant; Andre Sarrut, president of Telefrance, Paris, and Valentino Sarra, president, Sarra Inc.; Walter Weir, exec vp, Donahue & Coe; Stephen Baker, senior art director, Cunningham & Walsh; Draper Daniels, exec vp in charge of creative services, Leo Burnett Co.; Fairfax M. Cone, Foote, Cone & Belding—and 16 others whose names are equally well known in advertising and marketing.

■ Cost of the workshop, including three lunches and two dinners, but not including accommodations at the all-air-conditioned Palmer House in Chicago, where the workshop will be held, is $110. Complete details and enrollment blanks are available from Summer Workshops, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Home Gardening families

buy and use a lot of garden pest controls. Here is how 1958 advertisers of these chemical products for homeowners ranked national consumer magazines:

Rank	Magazine	1958 Ad Pages
1st	FLOWER GROWER, The Home Garden Magazine	32.5
2nd	Sunset	16.4
3rd	Better Homes & Gardens	10.3
4th	Household	4.5
5th	Parade	4.0
6th	This Week	3.6
7th	American Home	3.0
8th	Family Weekly	2.6
9th	Life	2.2

Source: Publisher's Information Bureau
January - December, 1958

To Reach 400,000 Home Gardening Families

Flower Grower, The Home Garden Magazine

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

2049 Grand Central Terminal
New York 17, New York

Park Launches Campaign

"POP fun is more fun than anything" is the latest promotion being carried out by Pacific Ocean Park, Santa Monica, Cal., in a $200,000 campaign which will use outdoor, newspaper, radio, tv and entertainment publications advertising. More than 1,000 posters, showing crowds at the park enjoying the facilities, will be distributed around Los Angeles County. Stromberger, LaVene, McKenzie, Los Angeles, is the agency.

Private Labels Launched

Staff Supermarket Associates, recently formed organization of medium-size, high-volume supermarket chains, is introducing its first private brand products under its own labels, Staff and Minuet, a quality and budget-price line, respectively. The Staff label introduction is being announced with newspaper pages in the cities where Staff has partner chains. Ketchum, MacLeod & Grove, New York, is the Staff agency.

Three Join Griffin Broadcast

Griffin Broadcast Group, operator of KTUL-TV, Tulsa, has named F. Ben Hevel operations director, John W. Higgenbotham and Johnnie Henri Cherblanc salesmen. Formerly, Mr. Hevel was assistant operations manager of KETV, Omaha. Mr. Higgenbotham, who will cover the Tulsa area, has been a salesman for the past eight years. Mr. Cherblanc, former salesman for Clark's Clothiers, will represent the Muskogee area.

Henry Joins Chrysler Airtemp

Herbert K. Henry has been appointed manager of marketing services of the Airtemp division of Chrysler Corp., Dayton. Formerly, he was supervisor of the plans and marketing division of N. W. Ayer & Son.

Beneke to Waldie & Briggs

Beneke Corp., Columbus, Miss., toilet seat manufacturer, has appointed Waldie & Briggs, Chicago, to handle its advertising.

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings per Share 1958	Earnings per Share 1957
Beatrice Foods Co.	$ 385,449,644[a]	$ 353,971,987[b]	$ 8,862,121[a]	$ 7,601,678[b]	$3.65[a]	$3.52[b]
California Packing Corp.	346,284,693[a]	325,451,558[b]	11,785,101[a]	8,427,828[b]	4.79[a]	3.43[b]
Elgin National Watch Co.	27,139,584[a]	31,249,565[b]	—1,761,157[c]	—6,982,076[b]	—	—
Green Giant Co.	57,143,257[c]	56,283,894[d]	1,918,768[c]	840,963[d]	4.21[c]	1.69[c]
S. S. Kresge Co.	384,379,362	377,169,219	13,794,581	13,333,794	2.50	2.42
Mead Corp.	256,244,183	208,123,788	10,690,879	11,930,142	2.30	2.94
Paramount Pictures Corp.	104,682,090	111,213,462	12,554,266	4,783,201	7.15	2.47
Parker Pen Co.[f]	33,101,893[a]	———[g]	476,792[a]	———[g]	.52	—[g]
Union Carbide Corp.	1,296,532,373	1,395,032,817	124,936,845	133,740,818	4.15	4.45

[a]For year ended Feb. 28, 1959. [b]For year ended Feb. 28, 1958. [c]For year ended March 31, 1959. [d]For year ended March 31, 1958. [e]After surplus adjustments. [f]Includes worldwide operations. [g]Parker has not presented worldwide figures since 1940 because of monetary conversion difficulties which, it says, have now eased up.

Estimated 480,000 Foreign Car Sales Is Conservative: Ward's

DETROIT, May 26—Twenty-three leading foreign auto importers have a cumulative sales goal of 480,000 cars in the U. S. this year, which would give them 9% of a 5,500,000-unit new car market.

This reported sales goal comes from *Ward's 1959 Automotive Yearbook*, published by Ward's Automotive Reports, Detroit. Ward's also notes that import car sales during 1958 totaled 377,625 units, or 8.12% of the market.

"Such a projection (480,000 units) may well be on the conservative side," Ward's says, "for imports need only equal last year's gain over 1957 in units to top 500,000 and approach 10% of the new car market."

On the domestic production scene, Ward's writes: "Highlighting developments of the year included a sparkling 'comeback' in sales by American Motors Corp. (5.1% of U. S. car production compared to 1.9% in 1957) and the beginnings of a revival at Studebaker-Packard Corp.—both tied to sales emphasis upon short wheelbase economy cars.

■ "Decision by the Big Three—General Motors, Ford and Chrysler—to enter this compact car market, plus the sharp jump in cars imported into the U. S., merely served to emphasize the fact that the auto industry does not stand still, but is subject to changing and competitive conditions not only at 'home' but in the world market."

The yearbook contains data on car and truck production and registration, engineering specifications, use of optional equipment, financial reports and other information. The yearbook is available for $7.50 from Ward's, 550 W. Lafayette Blvd., Detroit 26.

Marcus Adds Bavarian's

Marcus Advertising Agency, Cleveland, has been named to handle advertising for the new Bavarian's division of International Breweries, Detroit, which was acquired May 1. Marcus also handles International's other divisions.

Wunderman Moves, Adds 1

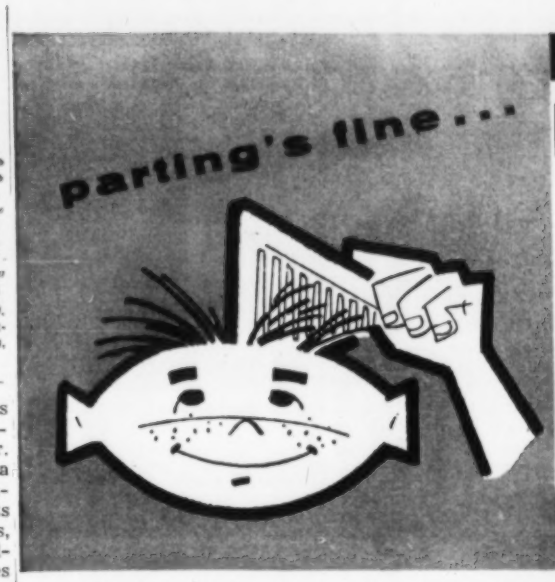
Wunderman, Ricotta & Kline, which has moved to new quarters at 444 Madison Ave., New York, has been appointed to handle advertising for Delaware Cruising Club, Camden, N. J., credit card group.

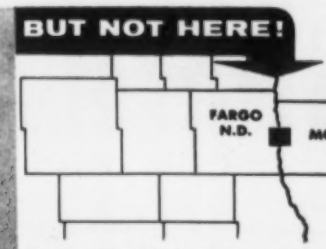
Morrison to General Binding

Donald W. Morrison has joined General Binding Corp., Northbrook, Ill., as director of advertising and sales promotion. Mr. Morrison previously was director of advertising and sales promotion of American Photocopy Co.

Adcraft Salutes Kingsbury

The Adcraft Club of Detroit saluted Gordon Kingsbury on his retirement as professor of advertising at Wayne State University, Detroit, after more than 30 years of teaching, with which he combined an active business career. Dr. Kingsbury also has been a director of Wolverine Mutual Insurance Co. for 33 years and its president for the past five years, a director of advertising for Kelvinator and also assistant sales manager there.





2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

nothing drives home sales like

AWHERENESS

...and nothing builds AWHERENESS like the Yellow Pages

Whether your business is Automobiles, Awnings or Antiques, gear-up for greater volume when you add AWHERENESS to your advertising plan. Let the Yellow Pages, the buyer's guide that reaches over 65,000,000 prospects, put AWHERENESS to work for you —by telling people who want to buy *where* to find the product or service you sell.

For the maker of brand-name products, Trade Mark Service in the Yellow Pages makes prospects aware of his local outlets. For the local businessman, Yellow Pages advertising tells the community of the products and the services he offers.

Let the Yellow Pages man tell you how easy and inexpensive it is to build AWHERENESS for your business. Call him at your Bell telephone business office today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype

in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST
NEW YORK, BOSTON, WASHINGTON, PITTSBURGH, BALTIMORE, PHILADELPHIA, PROVIDENCE, ATLANTIC CITY, SPRINGFIELD, Mass., ALBANY, ROCHESTER, BUFFALO, SYRACUSE, BINGHAMTON, N.Y. (Opens early 1959)

MIDWEST
CHICAGO, DETROIT, CLEVELAND, CINCINNATI, ST. LOUIS, OMAHA, AKRON, INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS (Opens early 1959), AUSTIN, MOBILE, Ala.

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA, PORTLAND, Oregon (Opens fall 1959)

CANADA
MONTREAL, TORONTO, NIAGARA FALLS, Ont., HAMILTON, Ont.

Another thriller-diller from WJRT—

"Homing pigeons, Chief?"

"Stool pigeons, Ponsonby —the word's all around that WJRT is the efficient way to buy Flint, Lansing, Bay City and Saginaw."

Got the message? WJRT is the only single-station way to deliver *your* message to all four of the big, rich mid-Michigan metropolitan areas. Just one buy nets you Flint, Lansing, Saginaw and Bay City. And you come in on the beam with a grade "A" or better signal.

Plus, WJRT's penetration from within puts you right in the heart of this lucrative market. We've got a half-million TV households waiting to hear from you right now. Join the flock that's gathering nest eggs on WJRT, *the* efficient way to reach mid-Michigan.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

ASNA Contest Deadline Set

Advertising Specialty National Assn., Washington, is sponsoring its second annual competition for outstanding use of advertising specialties in business promotion. The contest is open to all persons or organizations which used, bought or sold advertising specialties during 1958. Deadline for submission of entries is June 15. Cash prizes totaling $1,600, plus certificates attesting the awards, will be presented to winners during the ASNA fall specialty fair at the Palmer House, Chicago, Aug. 28-31. Entries should be submitted to Advertising Specialty National Assn., 1145 19th St., N.W., Washington.

Meyers Elected President

William K. Meyers, exec vp of Bassick Co., Bridgeport, Conn., subsidiary of Stewart-Warner Corp., has been elected president of Bassick, a new post. Mr. Meyers has been with Bassick, caster manufacturer, for 36 years.

'Need No Polishing' Claims for New Cars 'Disturb' Johnson

DETROIT, May 26—One maker of a product widely used for protection of auto finishes, S. C. Johnson & Son, Racine, Wis., is "disturbed" at the implication that 1959 cars will never need polishing.

The company made no accusation of false advertising, but took the occasion at a luncheon for auto writers at the Detroit Press Club to suggest that such assertions "constitute a disservice to the customers and will backlash on those who make them."

The presentation opened with praise for the superior car finishes that have been introduced recently, but concluded with evidence that even the newest cars will benefit from occasional use of preservative treatment.

■ Dr. J. V. Steinle, research and development vp of Johnson, said surveys show dealers and car owners are recognizing this fact, despite some claims made by car manufacturers in advertising and publicity. "We find that waxing noticeably improves the gloss or appearance of even the newest finishes," he concluded.

William M. Connolly, public relations vp, declared his company had no desire to indict the auto makers, "because they could clobber us." But he advised waxing treatment to keep a decent looking automobile.

"You don't need to wash the back of your neck, either, to live a long and healthy life," he added. #

McCann Names Harold Fuess Executive on Swift Account

Harold G. Fuess will join the Chicago office of McCann-Erickson June 1 as an executive on the Swift & Co. account. He formerly was marketing supervisor for several food and packaged goods accounts at Needham, Louis & Brorby.

Harold G. Fuess

Before entering the agency field in 1955, Mr. Fuess was with Kroger Co. for 17 years, last as merchandising manager for several brands.

Charles Tingley to Join ANPA Research Institute

American Newspaper Publishers Assn. Research Institute has named Charles H. Tingley to succeed Cyrus L. MacKinnon as managing director. Mr. Tingley will join the institute June 15, and Mr. MacKinnon, who resigned to take another position in the Chicago area, will continue for a period of time thereafter aiding Mr. Tingley. The institute's headquarters will move shortly from Chicago to 750 3rd Ave., New York. Mr. Tingley comes to Research Institute from Booz, Allen & Hamilton, management consultant.

Peacock Salmon to Bliss

Point Adams Packing Co., Hammond, Ore., has appointed Ben B. Bliss Co., New York, to handle Peacock brand salmon. An expanded advertising program is planned, beginning with a newspaper and radio campaign in the New York area. Charles W. Hoyt Co. is the previous agency.

'Food Topics' Goes Monthly

Food Topics, New York, will switch from twice monthly to monthly publication effective with its August issue. At the same time, the magazine says it will expand its marketing editorial coverage.

Department Store Sales . . .

Sales Rise 9% in Week Ended May 23

WASHINGTON, May 29—Department store sales across the nation during the week ended May 23 were 9% above sales for the similar week of 1958, the Federal Reserve Board reported today.

For the four weeks ended that date, sales were 10% ahead of 1958. Sales for the year-to-date were up 8% over the like period last year.

For the 12 FRB districts, the following gains were reported for the week: Boston, 6%; New York, 10%; Philadelphia, 5%; Cleveland, 13%; Richmond, 6%; Atlanta, 9%; Chicago, 12%; St. Louis, 7%; Minneapolis, 4%; Kansas City, 6%; Dallas, 8%, and San Francisco, 9%.

A detailed breakdown for the week ended May 23 will be available next week. For the prior two weeks, sales were as follows:

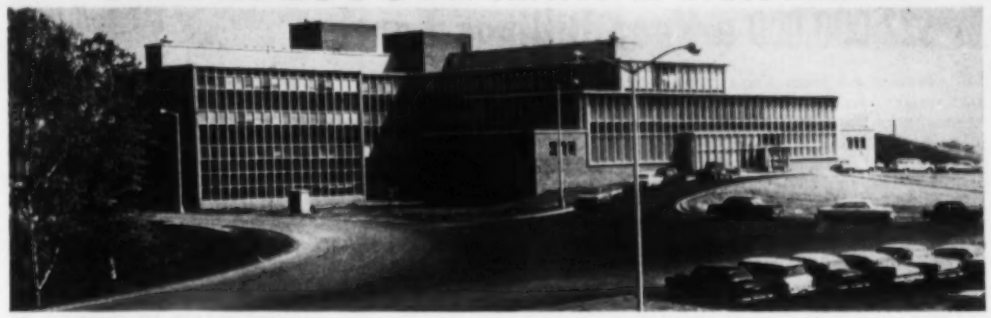
Federal Reserve District, Area, and City	% Change from '58 Week Ending May 9	May 16
UNITED STATES	+14	+ 9
Boston District	+ 6	+10
Metropolitan Areas		
Boston	+ 5	+ 8
Downtown Boston	— 2	0
Suburban Boston	+18	+22
Cambridge	+10	+ 7
Quincy	+14	+20
Lowell	0	— 1
City		
Springfield	+ 5	+40
New York District	*	+ 7
Metropolitan Areas		
Buffalo	+ 6	+ 6
New York-N.E. New Jersey	*	+ 6
Newark	*	+ 7
New York	*	+ 3
Rochester	r+ 8	+16
Syracuse	+10	+ 6
Philadelphia District	+ 7	+ 8
Metropolitan Areas		
Wilmington	+ 5	+11
Trenton	r+12	+10
Lancaster	+ 6	+19
Philadelphia	+ 6	+ 8
Reading	+20	+20
Scranton	+10	+15
Wilkes-Barre—Hazelton	+14	— 2
Cleveland District	r+18	+11
Metropolitan Areas		
Lexington	+17	+ 7
Canton	+11	+ 6
Cincinnati	+36	+22
Cleveland	+19	+ 7
Downtown Cleveland	+11	+ 2
Columbus	+21	+ 6
Springfield	+18	+ 8
Youngstown	+20	+13
Erie	+14	+16
Pittsburgh	+14	+ 6
Downtown Pittsburgh	+13	+ 5
Wheeling-Steubenville	+20	+ 9
Richmond District	+15	+ 5
Metropolitan Areas		
Washington	+20	+10
Downtown Washington	r+12	+ 5
Baltimore	r+10	— 2
Downtown Baltimore	r— 3	—13
Richmond	+10	+ 2
Atlanta District	+16	r+ 4
Metropolitan Areas		
Birmingham	+15	— 4
Mobile	+19	+ 9
Jacksonville	+ 8	—16
Miami	+15	+13
Downtown Miami	+13	+13
Atlanta	+17	+ 2
Augusta	+34	0
Columbus	+11	— 1
New Orleans	+21	+ 1
Knoxville	+12	+ 1
Chicago District	r+21	+10
Metropolitan Areas		
Chicago	+15	+ 4
Indianapolis	+25	+13
Detroit	+19	+22
Grand Rapids	+26	+ 5
Milwaukee	+25	+15
St. Louis District	+23	r+ 5
Metropolitan Areas		
Little Rock	+14	+ 5
Louisville	+19	+ 5
St. Louis	+20	+ 4
Memphis	+41	+16
Minneapolis District	+15	— 2
Metropolitan Areas		
Mpls.-St. Paul	*	*
Mpls. and Suburbs	*	*
St. Paul	+21	+ 3
Cities		
Duluth-Superior	+11	+ 3
Kansas City District	+14	+ 7
Metropolitan Areas		
Denver	+12	+15
Topeka	+15	— 3
Wichita	+ 7	0
Kansas City	+19	+ 6
Downtown Kansas City	+ 4	— 7
St. Joseph	+10	— 6
Lincoln	+21	— 2
Albuquerque	+ 8	+16
Oklahoma City	+10	+ 9
Tulsa	+19	+12
City		
Joplin	— 1	— 3
Dallas District	+ 8	+ 7
Metropolitan Areas		
Dallas	+ 8	+ 9
El Paso	+10	+12
Fort Worth	+ 4	+ 4
Houston	+14	+ 7
San Antonio	+ 3	+12
San Francisco District	+14	+ 9
Metropolitan Areas		
Los Angeles-Long Beach	+21	+ 3
Downtown Los Angeles	+ 6	+ 9
Westside Los Angeles	+11	+ 1
Sacramento	+18	+17
San Diego	+20	+16
San Francisco-Oakland	+ 7	+ 8
San Francisco City	+ 4	+ 8
Oakland	+ 1	— 4
San Jose	+20	+21
Portland	+12	+13
Salt Lake City	+11	+27
Seattle	+ 6	+ 2
Spokane	+ 5	+ 7
Tacoma	+ 9	+ 7

r—Revised. *Data not available.

Abdulla Joins Bauer & Tripp

Bauer & Tripp, Philadelphia, has appointed Syed M. Abdulla research director. Formerly, Dr. Abdulla was vp of Marketers Research Service.

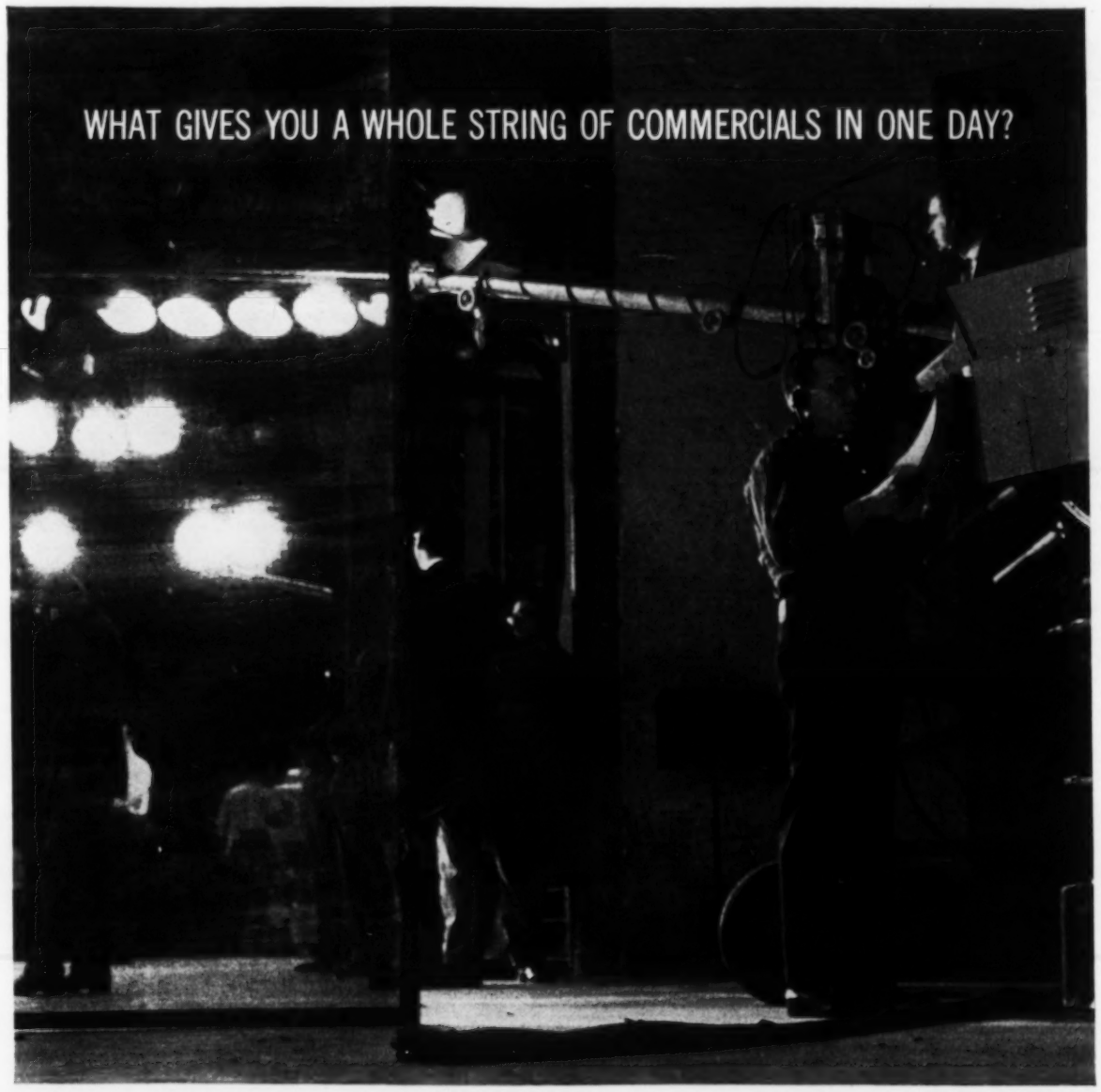
The CHARLESTON Market Is West Virginia's No. 1 Market



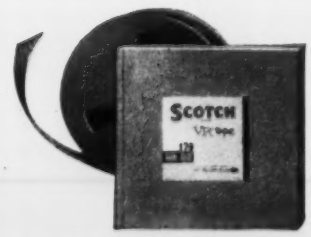
PROGRESS IN CHARLESTON—Here is the recently occupied Development Building of Union Carbide Chemicals Co. One of two new units just completed at Carbide's Technical Center here, this building will house from 300 to 500 scientists who will develop new products and new uses for old ones. Carbide employs 7,736 at its suburban South Charleston operations.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC



VIDEO TAPE MADE ONLY BY 3M



Rehearsal's over. The talent's ready.

The one-minute commercial goes on tape.

Then—in instants—the commercial's on the monitor, ready for approval. No time lost for processing. And no money wasted on expensive editing. Should a re-take be needed, another taping's done in just one minute.

Best of all, the taped commercial has "live" quality . . . you get a wider, truer contrast range and signal detail than has been possible by photographic recording . . . involving tolerances of three ten-thousandths of an inch.

Amazing video tape is made *only* by 3M . . . a product of the 3M Research that pioneered magnetic tape. You can rely on erasable, re-usable "SCOTCH" BRAND Video Tape.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

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Copy Impact Brought DDB Agency to $22,000,000-a-Year Billings Level

(Continued from Page 3)
nationally. And last year the agency was the 36th largest, with billings of $22,000,000, about 40% in television. A 10%-15% increase is anticipated in 1959.

The agency began with 13 employes, had about 100 in 1955 and moved into 1959 with 247 people.

And yet, while these figures are impressive, there are other agencies which can show similar figures.

■ Well, how about some client figures?

• Levy & Sons was a "small Brooklyn bakery" and a $35,000 account when it joined the agency. Today Levy's is the No. 1 rye bread in the New York metropolitan area and the baker a $250,000 client.

• Polaroid had $23,500,000 sales when it came to the agency in 1954. Last year sales were $65,271,000.

• Chemstrand, whose sales figures were not publicly available until 1957, reported $145,445,000 that year. In 1958 the figure was $172,969,000.

• El Al Airlines was far down the list of North Atlantic carriers when it moved over to DDB in 1957. In 1958 El Al tripled its 1957 sales volume.

• Four years ago, when it came to DDB, Ancient Age was a little known Schenley bourbon brand. In 1958 it sold 1,350,000 cases, up 50,000 cases over '57 and fourth among straight bourbon brands.

■ To this mix must be added one more significant ingredient. On April 2, Mac Dane wrote a proud memo to the agency staff. It began:

"The record of DDB awards by the New York Art Directors' Club for 1958 is without precedent. Never before has a single agency, regardless of size, walked away with so many honors.

"Of eight gold medals awarded for complete ads, five went to Doyle Dane (Polaroid, El Al, Schenley, Levy and Israel Tourist Office). No other agency won more than one. In addition, ten ads were selected for the art directors' show."

■ And creative head Bill Bernbach picked up a special gold medal citation "for his impatience with the trite and usual, for proving that boldness and originality in art direction are successful selling tools, for working with art directors and encouraging them to grow creatively, resulting in a consistently high standard of excellence in advertising produced for DDB clients."

Although the annual thrill continues, this is old news for the crew at DDB, and the principals are almost reluctant to take their bows. They dread the kind of attitude which allegedly prompted one advertiser to tell his agency, "Make me a Doyle Dane ad."

■ "We can't stand people who see the shell, not the substance," Mr. Bernbach said recently, during a conversation about what he'd learned about advertising in the past ten years.

"I think the thing you learn most as you go along is how to take away the things that don't matter. If you compare our past and present work, you'll see we are getting more simple and more dramatic.

"We don't have a layout formula. If I believed creativity were a science, there'd be a formula, but I believe it's an art."

From the beginning, the agency insisted on saying things freshly and dramatically.

■ The inspiration for the award-winning El Al ad struck Bill Bernbach after a lunch with Ned Doyle at the Algonquin, discussing

MOST FAMED—*The Ohrbach's cat ad is probably the most famous ever created by the agency.*

the new client. The introduction of the jet-prop Britannia—two and one-half hours faster to London—might have been done in many ways. As they were walking back to their office, Bill said, "I know what I'll do. I'm gonna take the ocean and cut off 20%." That was the beginning.

■ Creativity is not synonymous with caprice, Mr. Bernbach feels. "We are not dilettante or arbitrary," he said. "An intelligent client lots of times makes our advertising better." To which Mr. Doyle adds, "But we don't believe that any ad that the client okays is a good ad."

■ Copy chief Phyllis K. Robinson told an Advertising Age reporter last fall:

"We are awfully tough on ourselves. The rough times for us are not when we are with the client. We're very demanding in the creative department—some people say we could run another agency out of our wastebaskets—and we keep asking, 'Is it good enough?'

"We change ads even after we have the client's okay. One phrase you can never hear around here is: 'But the client's bought it.'

"We have no brainstorming, no great group meetings, no plans board. At every level, an ad is the product of a copywriter and an art director working together and the spark can come from either of them."

■ Does it get harder each year to be fresh and original?

"No, it gets easier. The more we do, the more we know better and better what we are doing. Once you get over that panicky feeling that you'll dry up and run out of ideas—once you realize that if you have talent you'll never have that trouble—then you can sit down at your typewriter and be perfectly confident that the ideas will start flowing."

■ Today the Doyle Dane operation embraces about 35 accounts. Among them are two or three oldtimers, like Wear-Right Gloves and Meinhard & Co., commercial factor, whose billings are reported in the $50,000-$100,000 bracket and for which the agency has much sentimental attachment, and big guns like the Schenley brands and Chemstrand, billing in the $3-$4,000,000 bracket and currently the two largest accounts.

It has lost some ten accounts in the same number of years, the most recent being Northam Warren Corp. And it has resigned a few, one a multi-million dollar client who at the time constituted 25% of the billings. "You have to have guts to be willing to lose money," says Ned Doyle.

■ "We have never had a new-business department. At least 90% of the business has come by someone calling us up and asking us to talk to them, or through contacts by mutual friends.

"We have a great deal of interest in the international field."

Among the recent acquisitions are Chicago's State Street Council, first new account for the Chicago office, which opened last November (a Los Angeles branch, the agency's first, was opened five years ago); West End Brewing Co., and U.S. advertising for Volkswagen passenger cars, the agency's first foreign-made product.

BEST LIKED BY THE BOSSES—*Messrs. Doyle, Dane and Bernbach were asked separately to choose their three best-liked agency ads. Bill Bernbach named El Al's "ocean" ad, Polaroid's "clown" and Ohrbach's "all tied up." Ned Doyle picked the "ocean," Ohrbach's "cat" and Utica Club's "I sometimes wonder if it pays." Mac Dane's favorites: Polaroid's "Grandma Moses" ad and Chemstrand's "It's nylon or nothing" (below) and the Ohrbach's "I found out about Joan" cat, with the hat and cigaret holder.*

Refuting barbed remarks made by some critics, the agency insists it is a strong believer in "total market planning" and it uses research copy testing and media planning in all its forms (though Ned Doyle smilingly recalls the time he asked a potential blue-

MELANGE—*This quintet of ads—for Levy's rye bread, Ancient Age bourbon, Cole of California, Croton Watch Co., and Thom McAn—demonstrate DDB versatility.*

Gage Robinson Epstein Gentile Dossenbach Daly

HARD CORE—*When Doyle Dane opened shop June 1, 1949, it had 13 employes, including clerical help. Posed for their tenth anniversary picture are Robert Gage, vp and chief art director; account executives Joshua Epstein and Fred Dossenbach; Joseph Daly, vp and account supervisor; Phyllis Robinson, vp and copy chief, and Eleanor Gentile, art bull pen manager.*

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chip package goods account what he would do if he saw an ad like the El Al "ocean" and the reply was, "We'd first test it").

■ DDB does not have a flock of vps, in the usual agency tradition. Besides Mr. Doyle and Mr. Dane there are only six more: Mrs. Robinson; art director Robert Gage; account supervisors Joseph Daly and Edward Russell; Marvin Corwin, who is director of marketing and plans, and Ted Factor, in charge of the West Coast operation.

CALUMNY QUASHED—*There are those who doubt that DDB has a research department. Well, here's the entrance, and that's E. B. Weiss, merchandising director, about to enter.*

Nor does it have a publicity director or public relations department. This function is handled in a subtle and capable manner by Mac Dane.

Now more than ten times its original physical size, the agency was once spread all over town. It is now expanding into its second full floor under one roof, at 20 W. 43rd St. ≠

MCA-TV Sells 'Slade' Series to P. Ballantine & Sons

MCA-TV, New York, has sold a new mystery-adventure tv film series, "Shotgun Slade," starring Scott Brady, to P. Ballantine & Sons. The contract calls for a year's programming, beginning Nov. 1, 1959, in the brewer's entire distribution area of 28 key markets in 17 eastern states. Ballantine's agency is William Esty Co.

Adclub Elects Tuttle

Elden Tuttle, of *Progressive Farmer*, has been elected president of the Advertising Club of Birmingham. He succeeds Ben K. McKinnon, of radio station WSGN. Other officers are Frank Sego, of Frank Sego Advertising, vp; Jim Chenoweth, WAPI and WAPI-TV, secretary, and Oscar Goldsmith, *Southern Hotel Journal*, treasurer.

syn·er·gism* (sĭn'ərjĭz'əm)

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Your product story can share in this climate of confidence.

Advertising in Engineering Society Publications produces results by reaching engineers when they are *seeking* information and data that will motivate their buying and specifying decisions. In them you can influence the world's largest concentrated audience of engineers—at low cost. Engineers *respond* to them because they know that these unique magazines serve their special interests best.

Remember... engineers are educated to specify and buy!

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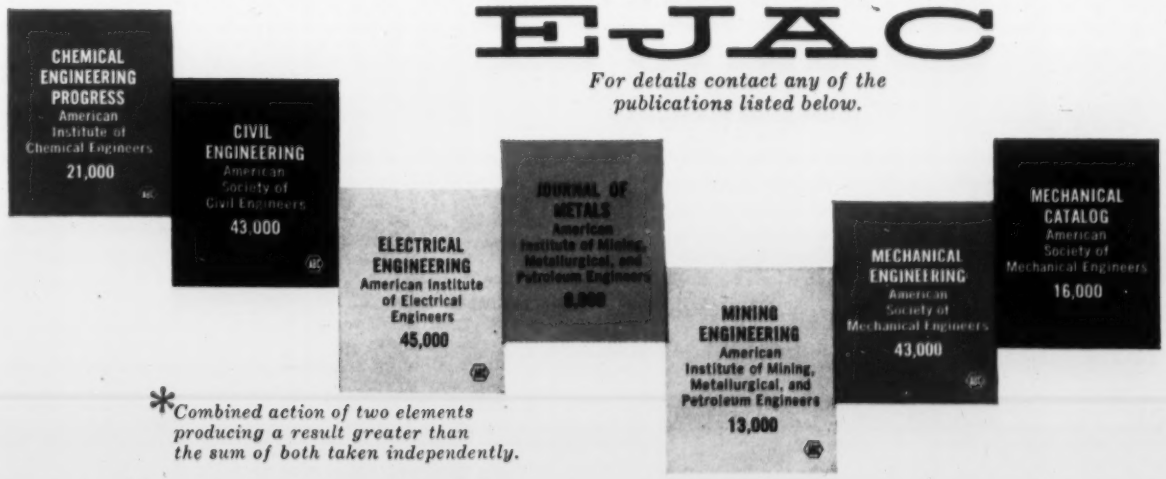

**Combined action of two elements producing a result greater than the sum of both taken independently.*

Advertiser to Keep His Finger in TV Pie

(Continued from Page 1)
ter trend to buckshot tv advertising and multiple sponsorship patterns. Next season Kraft will concentrate a major part of its tv budget on Perry Como, who hitherto has worked for so many sponsors nobody knew who they were.

Ed Sullivan will be the focal point of much of Colgate's tv effort starting in the fall when the soap company is due to replace Mercury and Edsel as alternate-week sponsor.

Plymouth will be banking approximately $10,000,000 a year on Mr. Sullivan's old adversary, Steve Allen; Mr. Allen will be presented weekly Mondays at 10 p.m., EST, by Plymouth starting in September. Ford Motor Co. will spend an estimated $16,000,000 on the Hubbell Robinson produced series of CBS specials (*see story on Page* 00).

■ Some of the most interesting reactions to the question of whether tv is in a transition period en route to separation of its advertising and editorial functions came from:

Oliver Treyz, president of ABC Television—"I don't see this happening. We want the advertiser emotionally involved in our programming; we think that element is a very important one." Mr. Treyz suggested that much of the appeal of tv for the advertiser would disappear if he were merely buying a block of commercials to be rotated on various kinds of shows.

C. Terence Clyne, McCann-Erickson senior vp—"The important advertisers will not move in that direction, although insert-type advertising may be acceptable for some kinds of products. If you take away from the advertiser his identification with the program and its star and his involvement with the merchandising and marketing values of the show, then tv is 'way over-priced. Circulation alone does not justify the current prices..." Mr. Clyne thinks the separating of tv ads and programs would be a difficult task. He left the impression that it would be hard to break the U. S. habit of associating the advertiser with the show on which his product appears. "The public indicts the sponsor, not the network," he said. At any rate, Mr. Clyne doesn't think the print sales pattern is likely to become established for tv because it would not fit the needs of major companies.

Alfred J. (Pete) Miranda III, eastern director of tv-radio for Campbell-Ewald Co.—"It sounds as if this idea verges on Pat Weaver's old magazine concept which never caught on. I don't think this is a good direction in which to move. Our agency is concerned with the total image created by a tv star for the product. In some respects Chevrolet is more interested in the total image than it is in a heavily rated show." As an example of a high-rating show dropped by Chevrolet because it didn't jibe with the sponsor's image concept, the Campbell-Ewald executive cited the Bob Hope show.

■ Mr. Miranda thinks television gains through advertiser and agency interest in programming, though he sees a tendency on the part of the networks to discourage sponsor-agency involvement in programming. "Advertisers have been responsible for the creation of some of the best shows on tv," he said. There's no reason they shouldn't come up with some solid contributions again, he continued.

George Laboda, director of radio and tv at Colgate-Palmolive Co.—Mr. Laboda pointed out that an advertiser doesn't buy just tv circulation; he is very much concerned with the climate the program provides for his television message. More and more attention, Mr. Laboda indicated, is being paid to the question of program and commercial compatability.

Albert R. Stevens, advertising manager of American Tobacco Co.—Mr. Stevens was less set in his opinions on the subject than the others. "We buy television four ways—network, spots, syndicated properties and participations," he said. "And they all have their uses." He said it has been a great plus for American Tobacco to be associated with such tv stars as Jack Benny, but he added: "Inserting copy works all right in *The Saturday Evening Post*, maybe it would in television. You just have to take something like this as it comes." #

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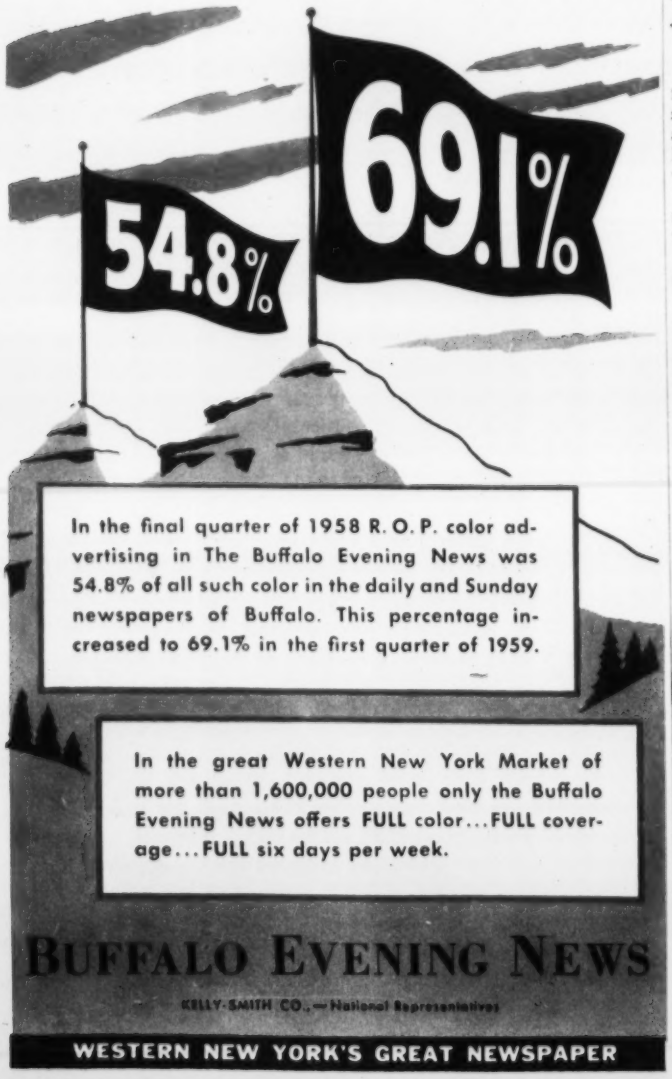

54.8%
69.1%
In the final quarter of 1958 R.O.P. color advertising in The Buffalo Evening News was 54.8% of all such color in the daily and Sunday newspapers of Buffalo. This percentage increased to 69.1% in the first quarter of 1959.
In the great Western New York Market of more than 1,600,000 people only the Buffalo Evening News offers FULL color...FULL coverage...FULL six days per week.
BUFFALO EVENING NEWS
KELLY-SMITH CO.—National Representatives
WESTERN NEW YORK'S GREAT NEWSPAPER

Top 25 Network Television Advertisers

First Quarter—1959 vs. 1958

By Company

	1959	1958
1. Procter & Gamble	$13,009,136	$11,933,899
2. Lever Bros.	7,161,857	5,070,603
3. American Home Products Corp.	6,553,754	4,683,316
4. Colgate-Palmolive Co.	6,244,623	5,020,935
5. General Foods Corp.	6,170,076	5,165,950
6. General Motors Corp.	5,607,110	5,391,337
7. R. J. Reynolds Tobacco Co.	3,930,366	3,591,865
8. American Tobacco Co.	3,683,838	2,830,380
9. Sterling Drug	3,538,848	2,071,018
10. P. Lorillard Co.	3,444,681	2,052,309
11. Liggett & Myers Tobacco Co.	3,334,118	2,817,789
12. General Mills	3,290,675	2,036,713
13. Bristol-Myers Co.	3,260,328	4,842,986
14. Gillette Co.	3,090,219	3,393,602
15. Pharmaceuticals Inc.	3,090,023	2,489,475
16. Ford Motor Co.	3,075,127	3,725,625
17. Chrysler Corp.	2,630,540	5,232,263
18. Brown & Williamson Tobacco Corp.	2,186,242	1,761,773
19. Standard Brands	1,911,692	1,188,835
20. S. C. Johnson & Son	1,817,121	1,307,176
21. Revlon Inc.	1,803,351	1,976,432
22. Kellogg Co.	1,713,678	2,966,246
23. Carter Products	1,697,955	589,538
24. Philip Morris Inc.	1,674,379	1,452,858
25. National Biscuit Co.	1,665,497	635,768

Source: TvB figures from Broadcast Advertisers Reports and Leading National Advertisers. Gross time charges only.

By Brand

	1959	1958
1. Anacin tablets	$ 2,491,915	$ 2,060,660
2. Chevrolet passenger cars	1,967,522	1,669,850
3. Tide	1,912,250	2,325,404
4. Viceroy cigarets	1,728,378	1,351,992
5. Bayer aspirin	1,683,923	740,918
6. Ford passenger cars	1,627,009	2,152,418
7. Bufferin	1,586,975	2,056,099
8. Phillies cigars	1,561,558	Not on network
9. Dristan	1,543,917	681,336
10. Kent cigarets	1,430,690	1,058,175
11. Camel cigarets	1,408,066	970,956
12. L&M Filter Tip Cigarets	1,368,694	1,205,213
13. Colgate regular & aerosol dental cream	1,364,277	1,157,837
14. Winston cigarets	1,349,885	1,820,088
15. Pall Mall cigarets	1,337,202	966,255
16. Gleem regular & aerosol toothpaste	1,288,689	1,083,972
17. Old Gold cigarets	1,243,635	785,018
18. Chesterfield cigarets	1,217,671	1,015,086
19. Dodge passenger cars	1,178,894	1,649,153
20. Salem cigarets	1,172,415	800,821
21. Geritol	1,089,984	964,497
22. Plymouth passenger cars	1,079,679	1,667,917
23. Beech Nut gum	964,000	172,815
24. Phillips' Milk of Magnesia	959,219	523,736
25. Prudential Insurance	943,404	1,026,170

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports. Gross time charges only.

What Mr. Cunningham Said

"I believe that the editorial function on tv will some day be separated from the advertising—as it is in the public prints. I believe we are already in a state of visible transition.

"It may work out this way ultimately—a slow, long-drawn-out 'ultimately':

"The advertiser will buy a block of commercials—let's say of 20 in a 13-week cycle. In fairness to all advertisers, these must be rotated on various kinds of shows of various ratings—so each advertiser will get about the same average rating. The commercial will have to stand on its selling feet.

"This will accomplish many good things. It will end blind devotion to rating. It will soften the monopolies on good prime time by a few large-spending advertisers. It will cut down a lot of imitation and mediocrity in programming. It will relieve sponsors of concern for the content of the program." #

GF Attains Record Sales, Earnings in Fiscal '59

General Foods Corp. attained record sales and earnings in the fiscal year ended March 31. Net sales totaled $1,052,964,000 compared with $1,008,898,000 in fiscal 1958, a gain of 4.4% in fiscal '59 compared with 2.3% in fiscal '58. Physical volume of products sold also set a new record—up 4% in fiscal '59 compared with 3.9% in the preceding fiscal year.

Net earnings increased 11.9% to $54,145,000 in fiscal '59, compared with the previous year's high of $48,397,000. Charles G. Mortimer, GF president, in releasing the current figures, said the increase in earnings was proportionately greater than the rise in dollar sales, primarily because of a favorable change in the product mix of the business. Profit after taxes, he said, increased from 4.8% of net sales in fiscal 1958 to 5.1% in fiscal 1959.

Sheaffer Shuffles Marketers

W. A. Sheaffer Pen Co., Fort Madison, Ia., has split its marketing staff into separate retail, wholesale and specialty divisions. Marketing director of the new retail division is G. E. Davidson, formerly merchandising manager. Greg Rouleau, previously pr director, has been named retail ad and merchandising manager. Marketing director for the new wholesale division is Michael Deith, who joined Sheaffer in April from Philip Morris Co. G. P. Karle, formerly advertising manager, has been named wholesale advertising and merchandising manager. Hugh Green, formerly western regional sales manager, has been appointed specialty sales manager.

Corry Moves to Ketchum

Corry Jamestown Corp., Corry, Pa., manufacturer of metal office furniture, has appointed Ketchum, MacLeod & Grove, Pittsburgh, to handle its advertising. W. S. Walker Advertising is the former agency of record. Ketchum, MacLeod also has named John E. Russell Jr., formerly senior art director of Victor A. Bennett Co., an art director.

'Courier-Journal' Names Warren Abrams, Ted Weil

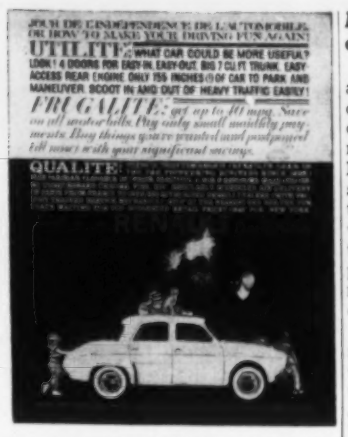
The *Louisville Courier-Journal* and *Times* have appointed Warren E. Abrams manager of general advertising succeeding Ted Weil, who was named assistant advertising director.

Mr. Abrams formerly was with N. W. Ayer & Son as account representative for Armour and other

Warren E. Abrams Ted Weil

accounts. Mr. Weil has been general ad manager for 15 years. Arthur W. Sievert, of the general advertising staff, was promoted to assistant manager.

Up Again!
New London Retail Sales
$8,922 Per Household
Once again . . . New London Retail Sales per Household hit another new high: $8,922 (SM '59 Survey)! This big-spending 66,547 ABC City Zone is ideally isolated for easy, economical selling. There's just one local daily, giving you a full 98% city zone coverage.
The Day
NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN



LE CAR HOT—"*Utilite, frugalite, qualite*" *is Renault Dauphine's motto in this ad for July 4, set to run first in the July Holiday, later in Ladies' Home Journal, Life, Newsweek, New Yorker, Sports Illustrated, Time, Playboy and Road & Track. Needham, Louis & Brorby, Chicago, is the agency.*

Local Drives Back Renault Campaign

CHICAGO, May 27—Both West Coast and midwest distributors of the Renault Dauphine are off on their own promotions of the French car, tying in with the national campaign being handled by Needham, Louis & Brorby (AA, May 25).

The French theme used in the national campaign is being echoed in West Coast newspaper ads placed by Promotional Advertising Inc., Los Angeles, for John Green Corp., Renault's distributor in California, Arizona, Nevada and Utah.

Some 25,000 lines of advertising are being divided between eight southern California dailies, the *Christian Science Monitor* and *Wall Street Journal*. The campaign broke May 17 in the *Los Angeles Times* and *Los Angeles Examiner*. Other dailies on the schedule include the *Los Angeles Mirror News, Los Angeles Herald-Express, Beverly Hills Citizen News, Hollywood Citizen, Pasadena Independent Star News* and *Long Beach Independent*.

Spot tv, at the rate of 395 a month, is also supporting the push.

Ad mats and other tie-in materials have been sent to all 93 Renault dealers in the distributorship area.

▪ In the Midwest, the regional campaign theme is "the fashionable car for practical people." The drive will begin June 1 with half-page-or-less b&w ads in the four Chicago dailies. WBBM, Chicago, also will be used. Tv and outdoor ads will be used later, according to William Nelson, account executive with Gordon & Hempstead.

Different combinations of these media will be used in the various Renault markets in the Midwest, according to Mr. Nelson. The agency handles both Lake States Imports Inc., Renault's distributor for Illinois, Indiana, Michigan and Ohio, and Integrity Imports Inc., distributor for Iowa, Minnesota and Wisconsin. The two distributorships include upwards of 150 local dealers.

Tie-in kits being sent to these dealers include mentions of Renault's participating sponsorship on "Playhouse 90" (CBS-TV). Renault will sponsor half-hour segments of the show every other week from June 4 through Sept. 17. It has already sponsored two such half hours May 7 and 14. #

Dillon Joins Criterion

L. J. Dillon has resigned from Outdoor Advertising Inc., New York, and will join the sales staff of Criterion Advertising Co., New York, three-sheet poster advertising specialist.

Kimble Ad Advises Public on TV Picture Tube Purchase

An advertising program to help acquaint the public with the two different kinds of replacement television picture tubes—all new and rebuilt—has been initiated by Kimble Glass Co., Toledo, a subsidiary of Owens-Illinois. The central theme of the campaign is a warning to the public to get what they pay for in a picture tube replacement and to insist on the all-new warranty if the tube is purchased as a new one.

Promotion plans include three spreads in both *Life* and *The Saturday Evening Post* and one-insertion editorial advertising for *Reader's Digest* and *TV Guide*. J. Walter Thompson is the agency.

Gypsum Promotes Bear

Henry C. Bear has been appointed vp of merchandising of U.S. Gypsum Co., Chicago. Mr. Bear, who joined Gypsum in 1936, formerly was vp in charge of purchasing.

In 3 years, Readers of the
New York Journal-American
in Families with
Incomes over $10,000
INCREASED 77%
From New York Daily News "Profile of the Millions" 1955 & 1958

Filming commercials in London, for world-wide use for an American client, Chesebrough-Pond's

Film commercials made more effective *for world-wide markets*

Filmed overseas, TV and Theater Screen commercials for overseas audiences often have greater realism, greater believability, *greater sales impact!*

One J. Walter Thompson production unit *alone*, last year, supervised the production of 71 TV and Theater Screen commercials—in England, France, Italy, Spain, Mexico and the U. S.

One set of films, for a woman's product, was made in Paris—woman's international symbol of high fashion. Another set was made in Spain to use unique animation facilities. *Another in Rome, for the personalities involved, and so on.* All of these films were made for U. S. clients. They will be shown in 32 different countries, in 12 languages. Some of these films were shot in one country, edited in another, and recorded in still another country.

J. Walter Thompson Company has been producing films for advertising in major world markets since 1931. It knows intimately the film makers of the world. For instance—when a group of films was being made for one client—15 producers in nine different countries were considered. We had already worked with 13 of these producers, so we were able to make an informed choice among them.

In addition to this world-wide film-making by our United States offices, we have film departments, headed by experienced production supervisors in London, Paris, Frankfurt, Calcutta, Bombay, Sydney, Mexico City, Buenos Aires, São Paulo, Rio de Janeiro and Tokyo.

If you would like to know more about films for advertising—anywhere in the world—get in touch with J. Walter Thompson Company, 420 Lexington Ave., New York 17, N. Y.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D.C., Miami

PHOTOGRAPHIC REVIEW OF THE WEEK

STAMP OF DISTINCTION—*L. Rohe Walter, special assistant to the Postmaster General (left), receives the National Philatelic Museum's "Philatelic Man of the Year" award from Norman Haac, president of the museum. Mr. Walter, a past president of the Direct Mail Advertising Assn. and a former board member of both the Assn. of National Advertisers and the Public Relations Society of America, was cited for his part in establishing the Citizens' Stamp Advisory Committee and organizing U. S. stamp exhibits at the Brussells Fair and other events.*

HEAD FOR THE HILL, MAN—*Ted Levy, Richard Lane & Co., Denver, developed ads like this to run in the Denver area for the importer of Hillman cars and three local dealers.*

Pomerance Kalan Ladick

HONORED—*William Kalan, Toni Co., chairman of the sixth annual awards program of the Chicago chapter of American Marketing Assn., presents scrolls of merit to this year's winners: Eugene Pomerance, director of research, Foote, Cone & Belding, and Frank Ladick, research associate, Needham, Louis & Brorby. Awards were made on the basis of contributions "to the advancement of science in marketing."*

BUSHMANSHIP—*A painted bulletin, perfectly located for the National Bank of Des Moines, was being spoiled by a large bush growing on private property in front of the board. The contract with Stoner-McCray was about to be dropped when the bank's agency, Wesley Day & Co., came up with the solution of making the bush a part of the art treatment.*

FAD AD—*Trimfit Socks, New York, packed a bevy of agile ballet students into a phone booth to illustrate this back-to-school ad in the August Seventeen. Zlowe Co., New York, is the agency.*

Williams Pival Neal

PROCLAMATION—*G. Mennen Williams, Governor of Michigan, presents a proclamation to John F. Pival, vp, WXYZ-TV, and Harold L. Neal, vp, WXYZ Radio, declaring the week of May 31 to June 6 as WXYZ week in Michigan. The Detroit stations will have dedication and open house parties at the new $4,000,000 Broadcast House during the week.*

IDEAS—*More than 5,000 food retailers will feature this merchandising bin promoting Baker's Premium chocolate, Swans Down cake mixes and McCall's during June. The display also provides free cake recipes from General Foods' ad in McCall's featuring the theme: "Two Rich-in-Chocolate Cake Ideas."*

PENCIL QUEEN—*Yes, those are pencils encircling this lass fore and aft. H.S. Crocker Co. says it all points to its 1959 Pencil Week promotion.*

Nelson Baker Orr Wade Hillier Cline

ELECTED—*New officers of the Art Directors Club of New York are Garrett P. Orr, eastern art director of Outdoor Advertising, elected to his second term as president; Edward R. Wade, editorial consultant, 1st vp; A. Russell Hillier, art director of Kastor, Hilton, Chesley, Clifford & Atherton, 2nd vp; Andrew K. Nelson, art director of J. Walter Thompson Co., secretary; Mahlon A. Cline, designer and consulting art director, treasurer; and Stephen Baker, senior art director of Cunningham & Walsh, executive board member. Also elected to the executive board, but not pictured, are Ed Graham, creative vp of J. Walter Thompson Co., and John A. Skidmore, art director of Union Carbide Corp.*

Milwaukee moves up fast

Factory pay rolls up 24%

Factory wage earner employment in April jumped 11% over April a year ago. The average weekly pay check hit an all-time high at $104. So did the aggregate weekly pay roll at $14,000,000—up 24% over April 1958.

Auto sales up 40%

New car sales in April set a new high mark for the month in Milwaukee county and in Wisconsin.

Journal sets ad records

April linage in The Milwaukee Journal was up 572,000 lines over April 1958. General rate linage set a new all-time high mark for any month.

Circulation, too!

April circulation of 508,188 Sunday and 375,297 daily were new high marks.

Now is the time to move up

your sales volume in Milwaukee with dominant space in the newspaper read in 9 out of 10 homes in the metropolitan area.

THE MILWAUKEE JOURNAL

National Representatives—O'Mara & Ormsbee, Inc.
New York Chicago Detroit Los Angeles San Francisco

Walter I. Barber Co.
NEW YORK · CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

AWRT Elects Mimi Hoffmeir

Mimi Hoffmeir, manager of program analysis at NBC, has been named president of the New York chapter of American Women in Radio & Television for the 1959-60 season, succeeding Lucile Mason, casting director at Compton Advertising.

I'M OLDER THAN YOU THINK*

* IN MANY WAYS

I'm twelve years old and I often do the family food shopping . . . choose brands myself. I'm one of the 2,161,000 readers of AMERICAN GIRL—aged 10 through 16—who are willing and able to shop and cook.

Sell the market where buying begins. AMERICAN GIRL delivers your sales message first (median age 13.8 years).

AMERICAN GIRL MAGAZINE

Published by Girl Scouts of the U.S.A.
830 Third Avenue, New York 22, N. Y.

Decentralized Market, Agency Setup Helps Carling Become No. 5 Brewer

(Continued from Page 3)

by a popular-price beer of top quality with national distribution.

• A planned program of decentralization, with brewery locations in strategic marketing areas.

• Top level wholesalers and also an effective program of distributor development planned by Carling sales personnel.

• Ability to develop a marketing organization and advertising agency structure unusual in the industry.

• Effective leadership with creative planning evidenced in the marketing of malt beverages.

■ The Carling executive made the following six forecasts for the beer industry in 1970:

1. The industry should have a sales volume of at least 110,000,000 bbls. Total sales last year were 84,250,000 bbls.

2. Nationally distributed popular-price beers will continue their tremendous growth and will account for at least 30% of total industry sales.

3. The top 15 breweries will have 75% of industry sales as compared to the current 57%.

4. Supermarkets, which accounted for 21% of packaged beer business in 1958, will do 40% by 1970.

5. Advertising, merchandising and promotional efforts will be aimed more at housewives, who will be playing a major role in beer purchases through supermarkets.

6. Considerable technological change will take place through packaging innovations between now and 1970.

■ Carling Brewing Co. was organized in Cleveland in 1933, and originally was known as Brewing Corp. of America. The directors of Peerless Motor Car Co., also of Cleveland, decided to abandon the automotive field for the beer field, and they made an agreement with Carling's, a Canadian brewing company located in London, Ont., to obtain the full rights to Carling's formulas, labels and trademarks.

Carling provided technicians and brewmasters to design, build and operate a brewery in Cleveland. Today, Carling Brewing Co. is a subsidiary of Canadian Breweries Ltd., Toronto, one of the largest brewers in the world.

Carling has experienced a fantastic 877% sales growth in the last ten years. Ranking in 62nd place in 1949, the company climbed to 5th position in 1958. Following are the sales figures in barrels for those years:

1949	361,500
1950	501,552
1951	669,263
1952	893,449
1953	1,096,025
1954	1,459,122
1955	2,654,619
1956	2,996,823
1957	3,150,988
1958	3,531,182

■ Starting with a plant in Cleveland, which has a capacity of 2,200,000 bbls., Carling now has plants in Belleville, Ill. (1,200,000 bbls.); Natick, Mass. (600,000 bbls.); Frankenmuth, Mich. (450,000 bbls.); Atlanta (350,000 bbls.), and Tacoma (650,000 bbls.). The brewer is planning to build a plant in Baltimore in the near future.

Carling constructed the Natick plant in 1956 and the Atlanta plant in 1958. The brewer bought the Belleville plant from Griesedieck Western Brewery Co. in 1954 for $10,000,000 (AA, Nov. 8, '54), and also acquired Stag beer, a regional brand sold in the Midwest, in the same deal.

In 1956, Carling purchased the Frankenmuth plant for $3,000,000 from International Breweries Inc. (AA, June 25, '56). Late last year, Carling invaded the West Coast by buying the Heidelberg Brewing Co., Tacoma, for $3,500,000 (AA, Dec. 8).

■ The brewer currently makes and markets four brands—Red Cap ale, nationally distributed and Carling's only premium-price product; Black Label, a popular-price beer with national distribution; Stag, a popular-price Midwest regional beer, and Heidelberg, a popular-price premium beer strong in the Pacific Northwest.

Carling has good distribution in Ohio, Pennsylvania, Michigan, New York and West Virginia; fair distribution in the Midwest, New England and the Southeast. Distribution is spotty on the West Coast, in the Southwest and parts of the Midwest and South.

Carling's estimated advertising expenditures for last year for all brands amounted to $6,000,000, and the brewer is planning to invest some $7,000,000 this year.

■ The Black Label brand receives the lion's share of the budget. Last year, Carling spent about $4,600,000 for Black Label promotion, with about 44% of the budget going to tv, 35% to radio, 11% in magazines, and 5% each in newspapers and outdoor. Black Label advertising this year will reach about $5,600,000 with approximately the same media breakdown.

Carling invested $423,000 to promote Red Cap ale last year, and the brewer will spend about $472,000 this year for the brand. In 1958, about 50% of the Red Cap ad dollars went into radio (Monitor), 35% in magazines and the other 15% in tv, outdoor and newspapers. This year, 75% of the Red Cap money will go into magazines, with the radio share dropping to 10% and the remaining 15% in newspapers, outdoor and tv.

The Stag beer budget for 1958 amounted to about $650,000 and this year's budget is expected to stay about the same. Carling, which did not have Heidelberg last year, will probably invest between $250,000 and $300,000 to promote that brand this year.

■ Carling has a unique agency setup for its Black Label beer. Lang, Fisher & Stashower, Cleveland, is the principal agency and is in charge of all creative strategy for the brand.

Lang, Fisher, which has offices only in Cleveland, is assisted on Black Label by five other agencies in various sections of the U.S. These agencies, which place advertising in local and regional media, include Winius-Brandon, St. Louis; Harold Cabot & Co., Boston; Aitkin-Kynett, Philadelphia; Liller, Neal, Battle & Lindsey, Atlanta, and Guild, Bascom & Bonfigli, San Francisco.

The other agencies in the Carling stable are Benton & Bowles (Red Cap ale); Edward H. Weiss & Co., Chicago (Stag beer), and Guild, Bascom (Heidelberg beer).

■ Ian R. Dowie, who became Carling president in 1949, and H. R. Russell, exec vp, are credited with building a strong advertising and marketing team at the brewer over the last ten years. Mr. Dowie recently became president of the parent company and still holds the top job at Carling.

The key men in the Carling marketing, advertising and sales team include A. R. Mertens, vp of marketing; R. C. Garretson, vp of advertising; D. H. Metz, R. E. Livingston and E. S. Schiedeman, all divisional sales managers; R. I. Allison, director of market research; William Wren, trade relations manager, and R. J. Lackner, new markets manager.

As part of its 1959-60 ad program, Carling will sponsor several Phil Silvers special shows starting in October on CBS. The brewer also will sponsor reruns of Phil Silvers' Sgt. Bilko series in about 60 selected markets. #

McDonough Joins Sorin-Hall as VP, Creative Director

James C. McDonough, formerly vp of W. B. Doner & Co., Chicago, has joined Sorin-Hall Advertising, Miami, and Fort Lauderdale, as vp and creative director.

J. C. McDonough

Mr. McDonough, who also has been with Ruthrauff & Ryan and Al Paul Lefton Co., won the annual Sylvania Award for the best tv commercial series when he handled the Admiral radio-tv account in 1952.

Maatman Elected President

Kenneth B. Maatman, advertising and sales promotion manager of Rapids-Standard Co., has been elected president of the Advertising Club of Grand Rapids.

From the House of Ideas...

IDEAS THAT SELL . . . at the point-of-sale

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

COMPELLING . . . TELLING . . . SELLING

Here's a counter unit that does the whole job. A wobbling arrow jiggles with every air current, drawing eyes to the "finger-flick" action of BVI Automatic Electric Can Openers. Copy plus an electric outlet plaque quickly point up other important features, telling a compelling sales story in seconds. For display ideas to sell your product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

LITTER BAG—*For the spring "Clean Up" campaign in Louisville, Central States Paper & Bag Co., St. Louis, produced a 40'-high litter bag. The company also produced and distributed thousands of little litter bags for the campaign.*

1913 Cigar Coupon Push Still Brings Results to Lorillard

NEW YORK, May 26—In the current rash of promotions for little cigars (often described as a "new development" in the tobacco market), P. Lorillard Co. last week had a graphic reminder of similar promotions offered nearly 50 years ago.

The company received a filled-in coupon and a 60¢ money order for a tin of 50 Between the Acts little cigars from a consumer taking advantage of a coupon offer made by the company in 1913.

■ Although the consumer (Daniel A. Sophy, Kansas City, Mo.) enclosed no letter of explanation, and Lorillard's legal counsel advised that the offer had expired, Lorillard concluded that a mere lapse of 46 years shouldn't be allowed to call into question the good faith of either the customer or the company.

So a carton of Between the Acts (containing 100 little cigars) and a 60¢ refund was sent to Mr. Sophy. (Since Lorillard no longer packages the product in tins of 50, the company felt it could not accept the customer's money.)

The coupon originally had been enclosed in Between the Acts tins of ten just before World War I. Mr. Sophy's coupon, addressed to Lorillard's old office on 40th St., was forwarded by the post office to the company's current headquarters, 200 E. 42nd St. #

Sinclair Elected President

Philip A. Sinclair has been elected president of the Northwestern Ohio chapter of the American Marketing Assn. Mr. Sinclair, accounts supervisor in the advertising department of Electric Auto-Lite Co., succeeds Jane E. Arnot, of the textileather division of the General Tire & Rubber Co. Other officers elected are William A. Hamilton, Libbey-Owens-Ford Glass Co., vp; Mark Anna Jr., Champion Spark Plug Co., treasurer, and E. C. Condit, Libbey-Owens-Ford, secretary.

Medical Ad Agency Opens

A new medical agency, Burton & Safyan Medical Advertising, has opened at 1047 N. Havenhurst Dr., Los Angeles. The agency, functioning as a division of Safyan-Wales, advertising, will be headed by Bernard Safyan, of Safyan-Wales, and B. L. Burton, formerly of Stone-Burton Associates. Besides specialized advertising, the agency's services will include bibliographies, audio-visual scripts and aids and abstracts.

Marketing Consultant to Open

Marketing Management, a new consulting company, will open on June 1. Established by Henry Wedemeyer, the organization will specialize in advising management in all phases of marketing, including sales, distribution and market development. Mr. Wedemeyer was formerly director of sales of Singer Sewing Machine Co.'s industrial sales division. The company's headquarters will be at 17 Ruby St., Elmont, N.Y.

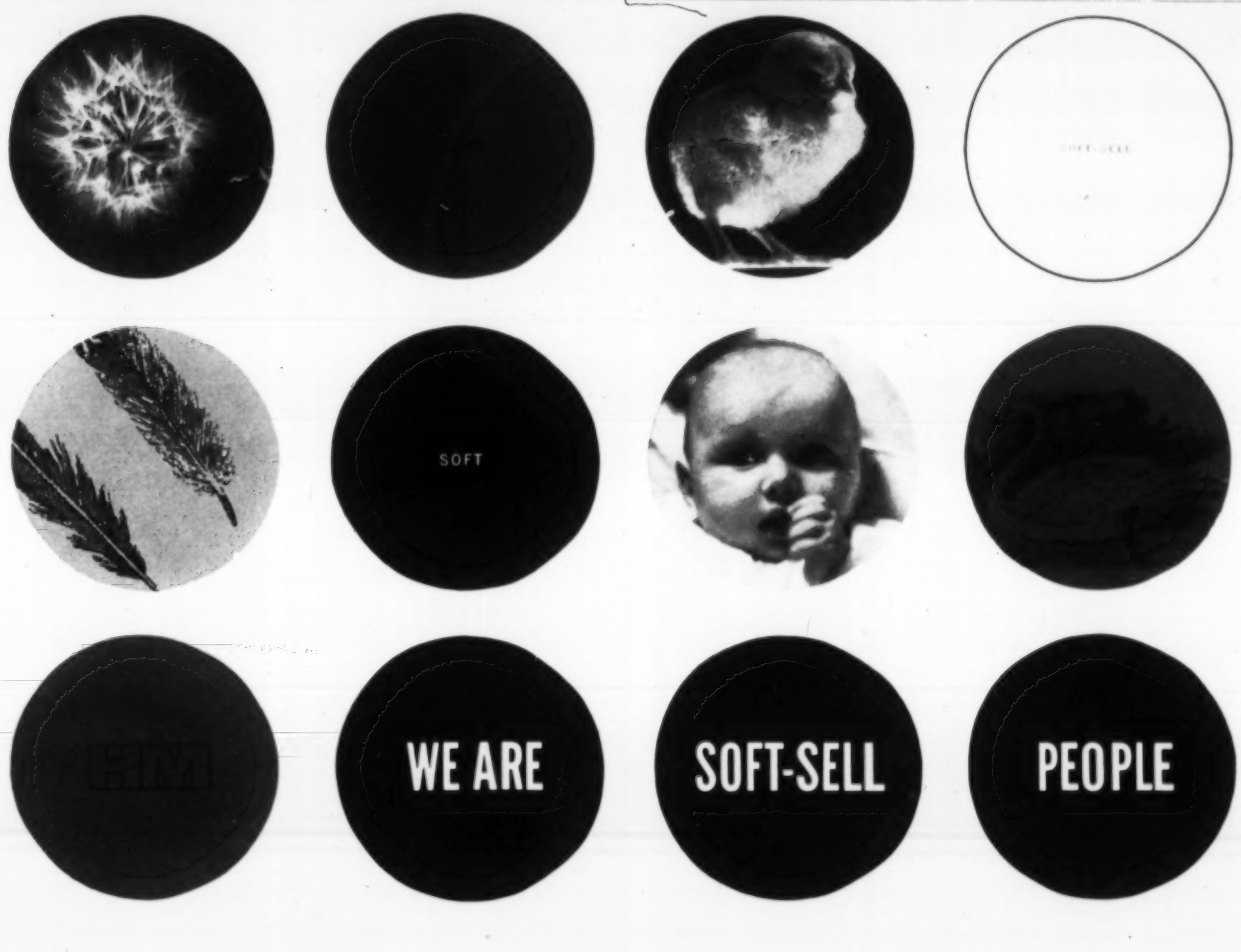
Howe Adds New Account

Lincoln Federal Savings & Loan Assn., Chicago, has appointed the Bob Howe agency, Chicago, to handle its advertising.

Ready to use art work at your fingertips. Save time and money with the original classified monthly art service.

SEND $1 for a SAMPLE ISSUE

ART MART SERVICE
P. O. Box 2121
Dallas 1, Texas



First of all, our ideal prospect is a seasoned and discriminating production executive. He is never pushed over by a fast talking supplier on the make. Basically he stays with those who have served him well. • We respect the choice of his present engraver. Furthermore we assume no privilege to criticize his selection. As an expert in his field he surely has logical reasons for the appointment of all his suppliers. • This question would now be appropriate—how does a company just 53 months old sell anyone? Our answer is simply by outdoing our competition rather than out-talking them.

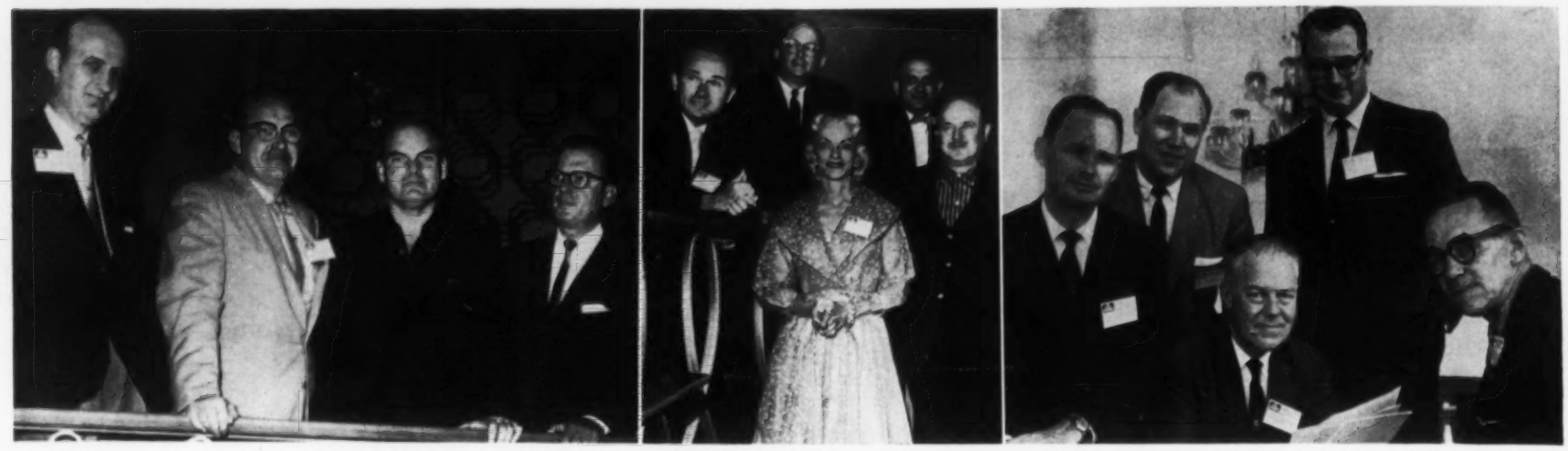
HERE IS A BRIEF SYNOPSIS OF HOW WE OUTDID:

- We started in business with enough 4 color proofing presses to proof *all* 'wet' jobs the right and only way.
- Installed the best in precision color cameras including an imported Klimsch and a Unitronics color splitter that gave us a gallery second to none.
- We took the basic theory of powderless etching of copper, advance developed it, engineered and built our own etching machines for screen deepening and line deepetching.
- Revolutionized old methods of color correction by using modern masking methods and pre-correction in correlation with powderless etching.
- We know enough about the business and the problems of publication printing to give enlightened counsel on the subject of photoengraving.
- We believe in breaking our necks for people without packing the bill to remind them we did.

Enough people believed in us to give us their business in addition to their loyal encouragement. We kept faith with them and they stayed with us.

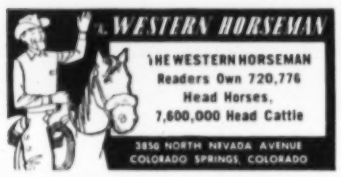
Maybe some day you will give our services a try. We hope you do, but we'll never be a nuisance to you if you don't.

HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*
4043 No. Ravenswood Avenue, Chicago 13, Illinois



Orwig Stern Reap Scofield McClanahan Freeman Kent Adler Merahn Hudson Weed Conlee Johnson Blatt

PROMOTION MEN—*Relaxing between sessions at the National Newspaper Promotion Assn. convention in Miami Beach are Ken Orwig, Toledo Blade; Dan Stern, San Jose Mercury Herald & News; Edward Reap, Los Angeles Times; Russell Scofield, Miami News; Ed McClanahan, Denver Post; John Freeman, Kansas City Star; Paula Kent, San Diego Union & Evening Tribune; Albert Adler, Baltimore News-Post; Lawrence W. Merahn, New York World-Telegram & Sun; J. R. Hudson, Des Moines Register & Tribune; Robert Weed, Minneapolis Star and Tribune; Court Conlee, Milwaukee Journal; Richard Johnson, Houston Chronicle; John F. Blatt, Daily Oklahoman & Oklahoma City Times.*



RKO Teleradio Boosts Campbell

Wendell B. Campbell, formerly general manager of KFRC, San Francisco, has been named to a new position as vp in charge of Pacific Coast sales for radio and tv stations owned by RKO Teleradio Pictures, New York. Mr. Campbell will work out of San Francisco. Jack Thayer, who resigned as general manager of WDGY, Minneapolis, has been named to succeed Mr Campbell at KFRC. Replacing Mr. Thayer is C. B. (Pete) Clarke, previously sales manager of WDGY.

FTC Says Textile Makers Gave Illegal Discount to Chain

WASHINGTON, May 26—Two major textile producers were among four suppliers who have been accused by the Federal Trade Commission of giving illegal discounts and advertising allowances to a Portland, Ore., retail chain as part of a coupon book promotion.

The complaint, directed against the suppliers and the chain, said Cannon Mills and Burlington Industries Inc. sold towels and hosiery to Fred Meyer Inc., owner of a 13-store retail chain, below the regular price so that their products could be included in the 10¢ coupon book which the chain offers to its customers each fall. Similar charges were lodged against Idaho Canning Co., Payette, Ida., and Tri-Valley Packing Assn., San Francisco.

■ The commission said the Meyer organization annually sells a coupon book containing 72 coupons to its customers for 10¢. If redeemed in a four-week period in September and October, the coupon is exchangeable for a specified item free, or at specially reduced price. In 1956, FTC said, the chain sold about 140,000 books, and redeemed almost 900,000 coupons.

In order to be in the book, the complaint charged, Cannon Mills sold finger-tip towels to the Meyer organization at $1.55 per dozen, compared with $1.65 regularly when sold in quantities of 500 doz. or more. In 1957, FTC said, Burlington sold 1,700 dozen pair of nylon hose to Meyer at $6.75 and $7.50 per dozen, less deductions of 94¢ per dozen as an allowance representing its contribution to the coupon book promotion." ≡

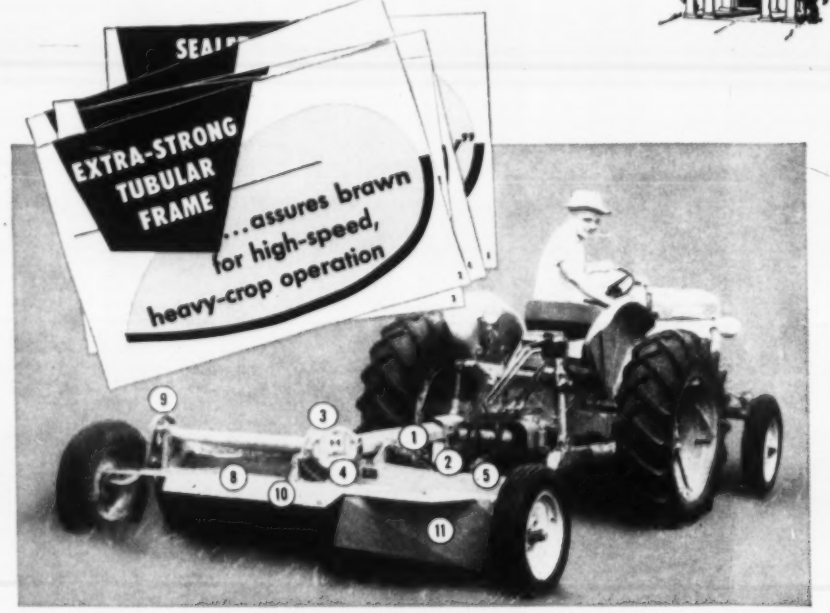
Publicity Assn. Elects

Joseph S. Rosapepe, Burson-Marsteller Associates, has been elected president of the Industrial Publicity Assn., New York. Other new officers include Leonard Arnow, Arnow Associates, vp; Donald Jeka, Haynes Stellite Co., secretary, and Edwin T. Leavens, American Cyanamid Co., treasurer.

'Bangor News' Boosts Kenney

Edwin E. Kenney has been named manager of national advertising of the *Bangor Daily News*. He joined the *News* ad staff in 1953.

From the House of Ideas...



IDEAS THAT SELL... at the point-of-sale

IMMEDIATE FEATURE IDENTIFICATION

Pressure-sensitive, self-stik Mystik® plaques pin-point sales features for International Harvester equipment. Dealers get a complete booklet of plaques, including a numbered photograph that indicates exactly where they are to be placed. All the information is right at hand. For display ideas to sell *your* product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

Desirable territories available for experienced men. Write for details.

Trademark Mystik Registered

A Technique for Producing

IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

Along the Media Path

The Financial Post on May 9 published a four-color special advertising section for Mutual Funds Management Corp. Ltd., Vancouver. The first seven pages of the section make no mention of the company sponsoring the ad, but deal instead with an exposition of the history and function of mutual funds.

• **Playboy's** jazz festival, originally scheduled to take place at Chicago's Soldier Field in conjunction with the Pan American Games this summer, has found a new home at the Chicago Stadium for five performances, Aug. 7-9. The magazine says it was originally invited to hold its festival at Soldier Field by the Pan American Games Committee's executive director as an official part of the Festival of Americas, but that permission to use the field was withdrawn on the ground that the jazz event would jeopardize the special running track installed for the games. *Playboy* will not donate its profits to the Pan American committee as originally planned.

• **Redbook** is launching a special fall beauty promotion in approximately 1,000 chain stores. The theme is "Be Beauty Bright for Fall." The promotion will be built around *Redbook's* September beauty editorial features.

• Plans are under way for a "Bride's House, 1960" promotion in the October issue of **Bride & Home.** Aimed at capturing the $3.3 billion per year spent by brides in home furnishings, the feature will dominate the magazine's winter issue, with two fully decorated houses—one traditional, the other contemporary.

• The onslaught of warm weather gave **WPEN,** Philadelphia radio station, an idea for its summer sales presentation. Along with reprints of page ads in Philadelphia newspapers, the company's sales promotion department sent out a presentation and a paper fan which stated: "This Summer Try Fresh Air Selling on WPEN."

• **American Home** has arranged for a gala barbecue-cookout on Rockefeller Center's ice skating rink in Manhattan on June 23 around noon. The magazine will use the occasion to announce awards in its home citation program for builders of "Best Home for the Money" in New York and vicinity. The affair will be attended by building industry, advertising and agency executives from the New York area, as well as city and federal officials.

• **True Story** celebrates its 40th anniversary this year.

• **Oil Daily** has finished seven special issues aimed at supplying current news to petroleum industry visitors to the International Petroleum Exposition at Tulsa in mid-May. Special issues were flown nightly by chartered plane from the publication's editorial headquarters in Chicago for distribution by Boy Scouts on the exposition grounds early the next day.

• **Vogue** will release to retail shoe outlets on Aug. 13 a comprehensive kit of merchandising and promotional materials on the National Shoe Institute sponsored promotion of "Shoe Shapes in Browns." Included will be window displays, streamers, ad copy and both newspaper and television commentary material.

• Sixteen leading wholesale fabric distributors serving a network of more than 7,500 retailers from coast-to-coast will tie in with **Seventeen's** 17th semi-annual home sewing promotion. The July campaign, "Sew Something for the Boys," marks the fourth consecutive season the teen publication and wholesalers have cooperated in order to reach the teen market at the grassroots level.

MOVIE GUIDE —*KMOX-TV, St. Louis, is luring viewers to its movie showings by distributing a weekly movie schedule in buses.*

• The June issue of **Modern Materials Handling** will be a dual issue, serving as a 10th anniversary and commemorative issue for the American Materials Handling Society, and as a complete report on the Materials Handling Institute exposition of 1959.

• **Boat & Motor Dealer** will increase its number of issues to nine times a year beginning January, 1960. Presently it is published every other month.

• **Metalworking's** June issue will be a complete tool guide issue.

• General Electric is merchandising its advertising in **American Home** with a "construction control calendar" which it has sent to 8,000 home builders.

• **Department of New Laurels:**

True's advertising linage gained 8% in the first five months of 1959, as compared with the same period of 1958.

Everywoman's Family Circle had a 14.9% increase in ad pages during the first six months of 1959 as against the same period in 1958.

For the January through June, 1959, issues, **Outdoor Life** has set a 61-year record in ad revenue. Ad revenue for the period hit an alltime high of $1,727,000, an increase of $252,000, or 17%, over the first half of 1958.

Holiday's ad revenue and linage for the first half of 1959 topped last year's alltime high. Ad revenue was $4,935,046, an increase of 4.3% over last year.

Popular Mechanics' advertising revenue for the first six months of 1959 was the best for that period in its history.

Scientific American's advertising pages for 1959's first half showed a gain of 40% over the first half of 1958.

Ladies' Home Journal reports an increase in advertising revenue of 14.2% for the first six months of 1959 over the same period in 1958. Linage is up 4% for the same period. #

FCC Approves WSAI Sale; O.K.'s Six Others

The Federal Communications Commission has approved the purchase of WSAI and WSAI-FM, Cincinnati, by Consolidated Sun Ray, Philadelphia, for $1,907,212 from Sherwood R. Gordon. The station is the third in the Sun Ray string. After operating WPEN, Philadelphia, since 1947, the company obtained WALT, Tampa, late in May.

FCC also approved several other sales including WRVM, Rochester, to State Broadcasting Co. for $210,000; WERC, Erie, Pa., for $270,000 to Cleveland Broadcasting Inc.; WPIC, Sharon, Pa., for $510,000 to William H. Rich & Associates; WWSC, Glens Falls, N. Y., to John B. Lynch for $212,000; WPAM, Portland, Ore., to Gospel Broadcasting Co. for $200,000, and WIIN, Decatur, Ga., for $150,000.

Fidelivox Names Rosenbloom

The newly acquired Fidelivox division of Waters Conley Co., Rochester, Minn., has appointed Irving J. Rosenbloom & Associates, Chicago, to handle its advertising. The new division will manufacture Fidelivox Home Background Music System and the Fidelipac Continuous Tape Cartridge. The advertising budget is estimated at more than $100,000.

Sealy Appoints Rotblatt

Jerome Rotblatt has been named sales manager of Sealy Mattress Co., Chicago. He succeeds the late C. B. McGillivray. Mr. Rotblatt has been with the company for the past year as merchandising manager.

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

From the House of Ideas...

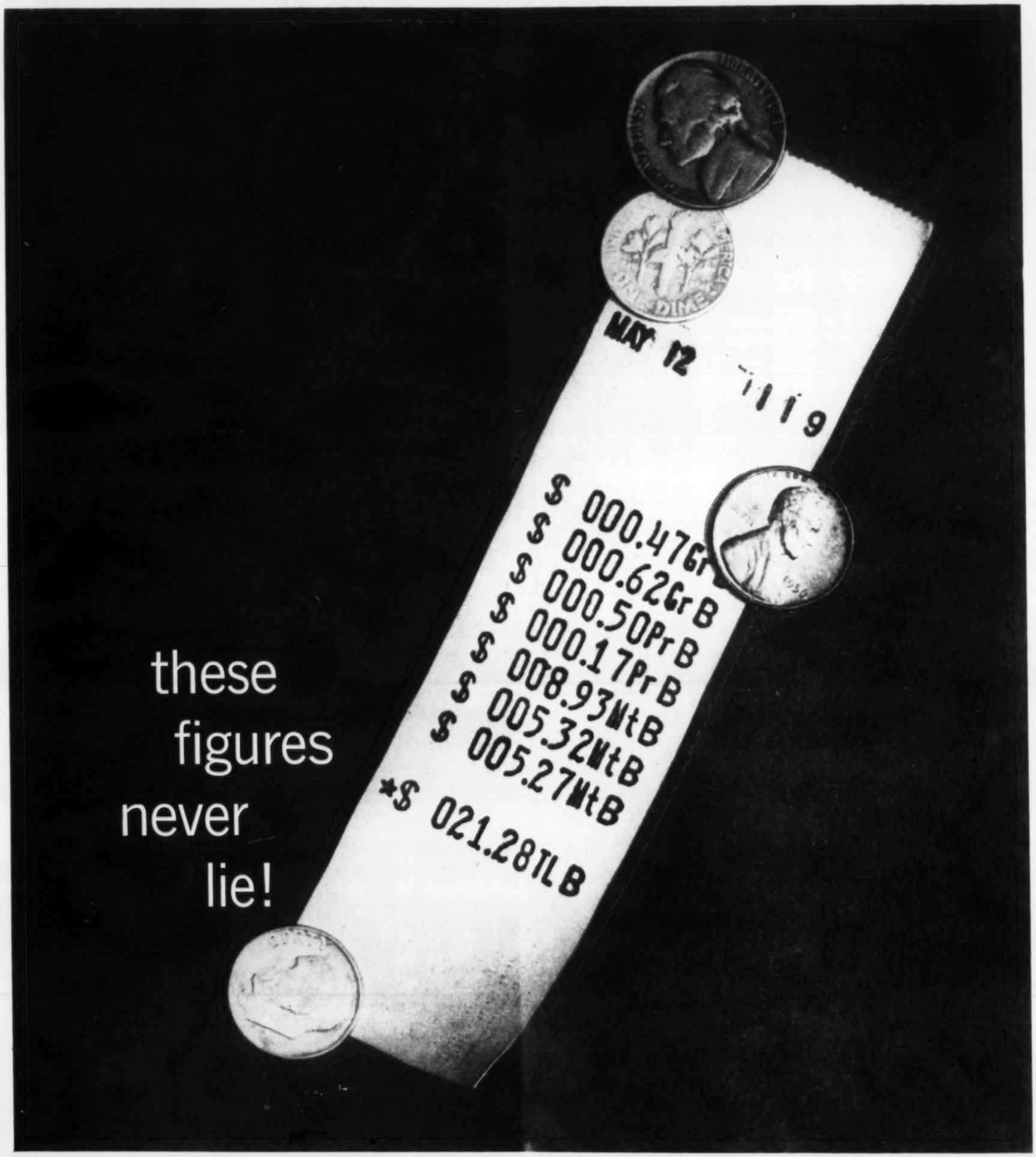
IDEAS THAT SELL... at the point-of-sale

CHICAGO SHOW PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

GRAPHIC SALES SIZZLER

A window, showing a sultry summer street scene, is built right into the display to spark sales of General Electric Air Conditioners. Fits neatly over two G-E units on their own metal display rack. Includes literature holder, paper window trim and other in-store materials to complete the selling package. For sizzling display pieces or complete point-of-sale packages, write or call, Chicago Show, 2635 N. Kildare, Chicago 39 • SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.



Nothing moves so much goods—so soon as advertising in newspapers—or in their Sunday magazines. Local retailers prove that every day.

Parade

PARADE... The Sunday Magazine section of more than 60 fine newspapers reaching nine million homes every week.

Feature Section

Advertising Age

Harper's Vote for Advertising

Come, Come, Puerto Rico Rum!

Production: New Uses for Coins

Two Are Over Woolf's Head

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'A Good Product Without Good Exposure Has No Business Value' . . .

Advertising Adds Capital Value to Business, and Prods Cultural, Spiritual Values, Too, Says Harper

Marion Harper Jr., in a speech at the 50th anniversary program of the School of Journalism of the University of Missouri March 18, stressed that advertising adds capital value to a company. "Traditionally," he said, "capital investment has been concerned with plants and machinery. [But] a company's good name, the public's reliance on the uniform quality of its products, people's disposition to repeat purchases —these have quite as high a value as any lathes or smokestacks. They are created in large part through advertising." Mr. Harper cited experiences of top U. S. companies to support his case. He also had some things to say about the notion that advertising is making us a materialistic and conformist society. His speech, titled "Advertising—a Social and Economic Force for the '60s," is reproduced here in part.

By Marion Harper Jr.
President and Chairman of the Board, McCann-Erickson, New York

What I propose to do is to attempt an assessment of advertising's role in the '60s. Those, I presume, will be critical years for the country, and what advertising does or does not do then may have more significance than ever before.

To judge advertising from the social viewpoint, or to give it specific social tasks, we first must define where we want to go as a country. By way of preface, therefore, I would like to take up, for a couple of minutes, the subject, "*What kind of a people do we want to be?*"

■ This isn't as remote a question as it may appear at first, because it happens that advertising and research techniques that have been developed in mass marketing can contribute to finding an answer.

We have read that various peoples in history were hard-working or indolent; highly advanced or backward in the arts or in trade; devoted or indifferent to learning; worldly or spiritual, forward-moving or decadent—among hundreds of other attributes. Generally, these qualities have been attributed to inheritance or the outside pressures of environment and history.

Today, some peoples of the East have very specific ideas of the kind of people they want to be—of where they want to go—and we know they have undertaken strict discipline to reach their goals.

■ The question arises: Can we, in this country, afford to have vague and confused ideas about what *we* want to be, when these people have already mobilized their energies to carry out very specific and elaborate plans? They have accepted back-breaking workloads, postponed immediate fruits of their labors, in pursuit of a vision. Ironically, this living for the future, a devotion to the idea of growth, mastery of obstacles, and confidence in destiny, was the spirit of the American frontier. Today we see the enormous power of this motivation in the service of despots. Successful, efficient despots.

But even if the Russians and Chinese were not committed to their present programs, which impose urgent decisions upon us, couldn't we benefit by clearer definition of our own goals? How well-fed and housed do we want to be? How well educated? How well informed? How physically tough? How hard-working and how much leisure-oriented? How accomplished in the arts? How well entertained? How much should we associate status with things, and how much with accomplishment? How much concerned with public aesthetics should we be? How respectful of the old and traditional? Answers to these and a hundred other questions can create the profile of a future people.

The answers must be qualified by how much we can afford. The country is rich and strong, but even here there are limits of affordability.

Market Research Can Help Us Learn People's Goals

So we come to choices. Do we want more leisure, at the cost of less national strength and production? Do we want more schooling at the cost of leisure and mobility? Some of the answers can be deduced for segments of the population, but almost none for the country at large. For example, the appropriations bills passed by Congress, state legislatures, and county boards, tell something of what people want or of what it is believed they want.

We also have some indications of people's goals in applications to colleges, in the sales volume of travel and recreation, and in the building industry. I would assume, for example, that we must want to be well-housed: the value of new buildings projected for the next ten years will equal the value of all buildings now standing.

The determination of a people's goals is a complex problem. You obviously can't expect neat, precise answers. But today there are some techniques for measuring attitudes, which might help us collect far more information than we have now. Interestingly enough, many of them have developed in the practice of mass marketing. In fact, it is possible that business today carries on more research about what people want than any other area of national activity, including government. . .

Discussion of advertising as a social force almost always evokes the same challenges. One of them is—does advertising make us materialistic? For the most part, it is concerned with the sale of things—and when it sells them it makes for a more active economy, which raises people's living standards. Can people have high living standards and also high cultural and spiritual values? Actually, their high living standards may pave the way. In today's prosperous economy, church, museum and concert attendance, book and record sales, travel—all are at a higher level than ever before.

Another challenge to advertising as a social force is: Does mass advertising help make us a nation of conformists? In the sense of having achieved a national language and in impressing this language on various parts of the country, it may be.

■ But people's interests are constantly changing, and advertising seeks to anticipate or at least reflect these changes. Business chooses to sell products that people prefer to buy, and it keeps devising new products on the basis of consumer preference. It studies the market, then modifies its products and messages and then studies the modifications. It seeks to win response from many different segments of the total market.

In its effort to serve different segments, advertising may be said to be a force for non-conformity. But over-all, I would judge that advertising *reflects* rather than determines a people's degree of conformity or non-conformity.

Is TV Degrading Culture?

Another challenge: Advertising tends to degrade the cultural level of a society. In support of this thesis, testimony often concentrates on one medium—television. Advertising bears responsibility not only for the character of commercials, but in part as an influence on programming.

Let me recall that it was the decision of this country to make our most versatile communications system (with its sight, sound, and motion) available to the nation's economy. It was decided, specifically, to allot six minutes of every 60 minutes of television communications to those companies that chose to promote their business in this medium. This made possible admission-free entertainment. Perhaps more importantly, it gave the economy the advantage of an outstanding drive—which some countries abroad have denied themselves. It might be said that with all our economic wealth, we can't afford *not* to use television in behalf of industry.

■ Television is usually affordable for advertising only when it appeals to prospects for mass-market products. This conditions the character of television as primarily a medium of popular entertainment. We may regret, individually, that it is not a primary medium for Sophocles, Shakespeare, Ibsen, Shaw and Eliot—but they have not been unrepresented from time to time, and while they may not win popularity contests, they are reaching larger and larger audiences than they ever did without commercial television. "Hamlet," performed by the Old Vic and presented commercially, was edged out by Westerns and crime competition, but it was seen, nevertheless, by an estimated 20,000,000 people.

I think we can afford whatever retrogressive escape Westerns and detective fiction may be—if we're also given the lift that television has brought to the arts and sciences and to national and international affairs . . .

■ What of advertising as an economic force? You all know the classical arguments. By promoting mass distribution, advertising makes possible mass production, and thereby brings down the costs of individual products. It compresses the time for the introduction of new products and thereby speeds the amortization of investment. It assures the consumer product uniformity—and enforces quality standards, through the power of the user not to make a "repeat" purchase.

You've also had pointed out that there's perhaps more than a coincidental relation between standards of living and level of advertising. In the country with the world's highest living standard, advertisers spend $3 for every dollar spent by all other advertisers in the world.

■ I won't pursue any of the classical economic arguments; what I propose, in-

stead, is to discuss advertising in terms of its ability to enhance the capital value of a company. If it has this ability for a company, its total contribution as an economic force is substantial.

Does advertising, in fact, build capital value? My answer—and I think that of virtually all business men—is a categorical "yes." Can I give definite proof?

Survey Shows Brokers Believe Advertising Builds Capital Value

Scientific measurement of what advertising accomplishes is still beyond the frontier of our knowledge. You've all heard the famous line: "Half the money I spend on advertising is wasted, but I never know which half." It's such a treasured line that it's attributed to John Wanamaker in the United States, and in England, to the first Lord Leverhulme.

And now, after more than a half century of mass advertising, we have no positive assurance that a certain advertising appropriation will be followed by a certain level of sales. It isn't surprising, then, that we can't point to a certain share of capital appreciation as being the result of advertising investment.

As an exercise, I had a spot check made of a group of brokerage firms, asking the question, "Does advertising build capital value?" The consensus was: "We are sure it does, but we have never seen conclusive proof." Having said that, many of our respondents hastened to mention companies whose advertising success had surely contributed to appreciation of their shares.

■ A convincing example recently made some headlines. Over the past ten years a number of companies were grouped together to form the General Telephone Co. Donald C. Power, president, said that a principal purpose in assembling these companies would be to give them the support of central and coordinated advertising that would build strong recognition. In the intervening years, he has aggressively promoted the name of General Telephone, and a month ago, it was announced that Sylvania Electric would be merged into General Telephone, which would become the General Telephone & Electronics Corp., with assets of almost $2 billion.

On many occasions, Mr. Power has said that the company's advertising program has the effect of adding 50¢, conservatively—and $2, probably—to the market value of each share of General Telephone. He points out that with 20,000,000 shares outstanding, advertising can be credited with attracting substantial resources to aid the company's expansion program.

How Revlon Hiked Capital Value

An extreme example of company growth and advertising is Revlon. Over a seven-year period it increased its advertising appropriation by more than 1,500%; and its advertising share of each sales dollar more than tripled—from 3 to 10¢. Over this period, the company enjoyed a sales increase of over 400%. Its stock was first offered in over-the-counter trading in 1955 and its share value has since moved up some 300%.

An impressive by-product of the Revlon story was its extraordinary advertising franchise. Revlon gained access to a market with far more consuming power than Revlon had products to satisfy. It was virtually forced into the marketing of additional products. As a result, it has developed products not only for women but for men; luxury-priced as well as standard-priced items; and specialties as well as conventional cosmetics. In short, availability of product was made to match market acceptance. This was the reverse of the usual sequence—but part of the result was high-speed growth and added capital value.

■ The success of a business is dependent on its relationship to its environment. A good product or service without good exposure has no business value. You invest in a product or service, and you invest in its presentation. If a business is successful, its production and marketing have both contributed—in an inseparable way.

Traditionally, capital investment has been concerned with plants and machinery. This is likely to be the exclusive meaning of capital investment, when there's little discretionary spending to cultivate, and when management's concern is therefore almost all with production. When a society climbs above subsistence standards, the consumer enjoys choices and he can afford preferences.

■ We have long since reached this stage—and we're coming to recognize that a business that enjoys consumer preference has a property in the *marketing* side of its operations, as it does on the *production* side. A property right in market demand is usually appraised at $1. Certainly no other dollar on a balance sheet has greater significance for the future of a business.

A company's good name, the public's reliance on the uniform quality of its products, people's disposition to repeat purchases—these have quite as high a value as any lathes or smokestacks. They are created in large part through advertising; and case after case builds the conviction that *advertising contributes to capital value as much as any other business expenditure.*

■ Modern business has two companion creative forces—research-and-development and marketing. Each of these forces has gained greater recognition with today's outpouring of new products. Private industry now supports research and development with one dollar for every three dollars of advertising.

The dramatic importance of product innovation is apparent in a picture of competition among advertised brands. Nielsen Marketing Service found last year that among 150 food brands, one-third of those that showed competitive *gains* were *new* or *improved* products. Conversely, the biggest factor for loss of brand position was competition from new or improved brands and forms. It accounted for 46% of competitive losses.

New Product Rush Makes Bigger Job for Advertising

As close as I am to programs of product development, and as often as I see figures on new products coming on the market, I'm still amazed by the fact that half of the billion-dollar sales of Procter & Gamble are accounted for by products introduced over just a ten-year period. Or the fact that Pillsbury Mills expects half its profits between 1960 and 1965 will come from products not yet on the market. Or that General Foods products launched or acquired since World War II accounted last year for more than a third of a billion dollars in sales.

New products are news. Advertising publishes the news—and it's a bigger and bigger job.

■ I think another accomplishment of advertising is more impressive than its launching of new products. It's the fact that advertising, even without benefit of development programs, can achieve a kind of product innovation on its own. This is especially true of products that are basically commodities.

Stamping walnuts with the trademark "Diamond," and supporting the name Diamond with advertising, gave public assurance of a uniform quality which wasn't available in unbranded walnuts. It made Diamond walnuts virtually a new product.

The stamp of the name "Swift" on meats gave butchers and consumers a similar promise. One pound of pork chops in self-service cases may look like another—but those branded "Swift's Premium" have an advantage that the consumer is willing to pay for.

Advertising has impressed a mark of distinction on Standard Oil of New Jersey, also in a business of commodities. It has created a strong association with good citizenship in far-flung world markets; with progressiveness in research; with service and consideration for the individual customer.

■ I think it's manifest that advertising works on many fronts to enhance capital value: It helps create sales and profits which build value per share; it helps ensure success for new products; it protects the market position of established products against competition; it promotes long-term good will and recognition.

If it performs all these services, then what of the occasional charge—in discussions of advertising as an economic force—that we're spending too much money on advertising.

The Fastest-Growing Leaders Show Biggest Ad Increases

First, let me ask, what *is* over-spending?

Since 1950, total advertising expenditures have advanced by 75% and gross national product by some 50%. The spending of the 100 leading advertisers has climbed far more sharply, by 125%. These are pretty sharp increases—are they too steep?

Among the 100 leading advertisers, if you compare the 20 fastest-growing companies with 20 companies showing the least rapid growth, you'll find that the faster-growing companies also showed the bigger increases in their advertising. No air-tight case could be made that these advertising increases "caused" this expansion, but, on the other hand, it can't be claimed that the increases represent "spending too much."

■ Too much money is presumably spent for advertising when the last dollar of an appropriation fails to bring back a dollar in profit or long-term good will.

What is under-spending? First, it's failure to spend commensurately with a market's potential and growth. It's also failure to increase an advertising budget to take into account the higher costs of the various media.

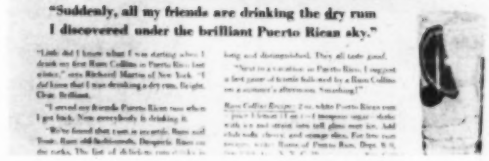
As well as increased cost, business must also take into account the higher decibel level of today's greater volume of advertising. It's harder to be heard. The individual advertiser must win attention in competition with a total advertising volume that has now reached over $11 billion.

■ A sizable adjustment in advertising budgets will be needed to match the expanding market. We have the prospect, for 1965, of a country producing a gross national product of 560 billions—compared to a 1959 estimate of 327 billions. And, around the world, the growth rates are even higher.

With this outlook, I think our concern should be not with whether industry is spending too much for advertising, but whether it's spending enough. #

The Creative Man's Corner . . .

Time for a Change



Like paintings, advertisements mirror the human beings behind them. And, unfortunately, human beings have all too few colors to use. Consequently, eventually even the most original campaign grows dull and boring and repetitious. This is one of the major problems advertisers—and agencies—face.

The advertising about Puerto Rico itself remains fresh and interest-provoking. But the Puerto Rico rum advertising grows increasingly repetitious and all too reminiscent of the Camel cigaret advertising before the lung cancer scare and the advent of the filter tips. It appears written to a deadly dull formula and put together, may we add, with just as little regard for freshness and versatility.

Considering what time does to all things, how long can one profitably ride a winning horse? #

TV GUIDE
Record
First Quarter

RECORD CIRCULATION HIGH—7,153,846 ABC*—up more than 725,000 over last year's first quarter—more than a million higher than any other weekly magazine.

*Publisher's statement, 3/31/59, filed with ABC. Subject to audit.

RECORD ADVERTISING HIGH—ad revenue up 25.6% over first quarter 1958. New big-name advertisers galore this year—including Coca-Cola, Baker's Coconut, Jello, General Electric, Nabisco, Rinso, Tender Leaf Tea, Junket, U.S. Time Corp., Scott Paper, Betty Crocker, Columbia Records, Swansdown Cake Mix, Southern Comfort.

• • •

There is in this magazine a record of growth and the promise of continuing growth. And, it goes almost without saying, good advertising works best in a growth magazine.

New circulation guarantee effective October 31—
largest guarantee in weekly magazine history—7,250,000

TV GUIDE

Salesense in Advertising . . .

They Put on Their Pants One Leg at a Time

By James D. Woolf
Creative Consultant

In the March 30 issue of AA, in this space, I reproduced a page ad that was published in behalf of Knoll Associates Inc., a firm that manufactures elegant and expensive furniture for elegant and expensive homes.

James D. Woolf

This page was dominated in its entirety by an illustration of a bedraggled and filthy-looking chimney sweep asprawl and asleep in an elegant and expensive Knoll chair. The ad contained no copy whatever, no information of any kind. Commenting on this advertisement, I opined that it was pretty absurd and closed with this observation: "I cannot believe that this ad defines the image and personality which Knoll Associates wish their brand to acquire over the years."

As I expected, I received several bitter and abusive letters from the off-beat boys. Typical of the lot is this one: "My God, man, have you no sense of humor? This ad is amusing, distinctive, has flair, eclat, and what-have-you. It will be remembered long after a conventional ad would have been forgotten. Don't forget the fact, moreover, that this page appeared in *The New Yorker*." Then he went on to an elaborate defense of his belief that *The New Yorker* requires a special kind of copy.

■ I have often wondered whether this excellent magazine is read by a very special breed of human beings. It has a circulation considerably in excess of 400,000 and probably has a readership of 2,000,000 or more. Are these people responsive to a type of advertising that leaves us ordinary mortals cold? Are they endowed with a sense of humor and a sense of sophistication of an uncommon kind? I can hardly believe it.

I have many friends who subscribe to *The New Yorker*. Among them is a doctor, a sensible and conservative fellow; one is a lawyer, who also subscribes to *The Saturday Evening Post* and *Sports Afield;* one is the editor of a country newspaper, whose favorite author is Erle Stanley Gardner; one is the proprietor of a retail shoe store, a dedicated family man with a brood of eight children; one is a successful mail order advertiser whose informative copy is exceedingly down-to-earth. And so on. None of these individuals is a Manhattan sophisticate; they belong to the 70% of the magazine's circulation which is outside the New York area.

FLAIR? WHO CARES—*This Spode color page is as crammed with product information as a page in a Sears catalog. Will it be read? Yes, by people who are interested in fine earthenware. Is it amusing, clever? Does it, in the words of my critic, have flair and eclat? Don't know, don't care.*

■ Personally, I believe that readers of *The New Yorker* are just *people*, even as you and I. Like all of us, they put on their pants one leg at a time. They are subject to the same joys and sorrows as the rest of us, the same little victories and the same frustrations. Their basic wants and needs and hankerings are common to all mankind.

Actually, most of the advertisements in *The New Yorker* are sensible and good, and I submit three typical examples herewith (above).

But regularly there are some advertisements in *The New Yorker* that I find difficult to understand. Two of them are shown here at right. Maybe they are good and doing a job. If so, I wish somebody who knows would explain it all to me. My mind is open. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

ONE OF MANY—*There are many excellent ads in The New Yorker—attractive, dignified, suggestive of quality, and this Lady Manhattan color page is one of them. The informative copy fully describes the product and includes prices. This ad may not win kudos from the off-beat boys, but I like it fine.*

WHAT'S IT REPRESENT?—*This meaningless area of gray matter is a reproduction of a full page in The New Yorker. Its single line of 6-point type favors the reader with this information: "There's a new kind of shoeing in The Bottier at Henri Bendel." This ad may be a jim-dandy as an image-creator, but it's over my head.*

'EXCELLENT'—*The Lark people seemingly have no notion that The New Yorker's readers are all Wall St. brokers and directors of large corporations. Lark believes that economy appeals to everybody no matter what his taste in reading matter. The headline talks economy, and the copy informs the reader that the Lark "gives marathon mileage on regular gas; cuts insurance, repair and upkeep costs." An excellent ad in any magazine.*

SYMBOL OF SUPERIORITY—*This ad sort of makes a secret of it, but I gather that Ruser is the name of a smart jewelry store in Beverly Hills. The movie character in the picture appears to be admiring a Ruser ring which he finds "obviously superior." What a symbol for what is—I presume—a fashionable jewelry store!*

Tips for the Production Man . . .

New Uses for Coins

By Kenneth B. Butler

Our good old U. S. coin-of-the-realm is fast finding new uses as "gimmicks" in modern direct mail selling and advertising. We refer to the mailing piece which arrives with a cellophane-covered die-cut hole, through which peers a bright and shining penny or nickel.

The device is certainly an attention-getter, since if money is being given away it is the established American practice to accept it forthwith. Sometimes it is not money, but a stamp, and that's about as good as money, even if not negotiable in the curbside parking meter.

Naturally, such largesse of the advertiser does not go unrewarded, in the sense that such a missive in the morning's mail is quite sure to get opened, special offer and message noted, and coin pocketed.

■ The production man goes a step further: he examines the method of attachment of the coin to the paper enclosure. Usually it's pressure sensitive two-sided adhesive. He reasons that this is quick, inexpensive and dependable, and does not leave a gob of glue on the coin as might be the case with fluid adhesives.

As to stamps, he also observes that they are tipped by a small moistened spot in the middle of the stamp. This preserves the holding power of the stamp adhesive around the perimeter so that the stamp is still able to fulfill its destiny in life, which is to carry the order back to the advertiser via the reply envelope which he has thoughtfully provided.

Sometimes the coin is not presented to defray postage, but to dramatize the sensational aspects of the offer and to show that the advertiser is so sure of the merit of the bargain that he himself is willing to invest the first nickel. This has the effect of reducing a $4 offer to $3.95. And as everybody knows, $3.95 is a whale of a lot cheaper than $4.

When you consider that a stamped return envelope would cost the advertiser 4¢, then the gimmick has only cost a penny more than if a stamp had been affixed.

All this must work out for the sponsors, because the use of the free coin seems to be spreading. The exchange of cold, hard cash even in small denominations is something that cannot be ignored; pocketing the money and throwing away all the literature sort of gives one a sneaky feeling of having stolen something.

I have the same feeling about good luck tokens that are given out by business houses. Obviously you can't carry them around forever. And you can't throw away the coin! From time to time I've been chiseling away at a good luck token that has a penny in it, trying to force the penny out and into circulation. But it won't come loose. Guess I'll just place it with my other effects and let it become part of my estate. #

...keeping up with the Joneses

And the Browns and the Kellys too. Seems more New Yorkers all the time are keeping night-owl hours, judging by the record ratings *The Late Show's* been getting recently. Its average audience this season —722,000 well-to-do *families* nightly—is greater than in any comparable period during its eight-year history. *The Late Show* keeps 'em up . . . as it keeps on presenting more of the finest motion picture entertainment in all television, from Hollywood's top studios.

With whopping audiences every night, no wonder *The Late Show* is completely sold out across the board. But a long list of sales-wise advertisers will tell you it's worth waiting for. Meantime, let your WCBS-TV or CBS Television Spot Sales representative find another profitable perch for you on the top television station in the top television market. Source: Nielsen, Nov.'58 thru Mar.'59

CHANNEL 2 · NEW YORK **WCBS-TV** CBS OWNED · REPRESENTED BY CBS TELEVISION SPOT SALES

Learning from the Retail Ads . . .

The 'Let's Really Serve the People' Ad

By Clyde Bedell

The weather is so lovely now—let's think about zero weather. It was bitter cold when this was run. The ad admonishes men not to go out in zero weather without wearing this underwear.

A curiosity—this—to southern readers of this great religious weekly!

But it's an excellent ad, despite its relatively busy appearance.

Benefits in the headline. Ample, interesting, and persuasive, copy. Complete details—to answer almost any question the reader might ask, once his attention is fixed. Diagrammatic explanations.

Copy even adds that while there is full warmth without weight at zero, yet "it is comfortable at 60° above too."

■ Although the ad sold its head off, it might have sold even more had there been a cordial invitation to come in and investigate.

The additional items at the bottom are an added service to the reader, and so is the mail order coupon.

Many stores run advertising that has for its first requirement: "Prettiness."

This store has as its first requirement: "Serving the reader." It is a good and profitable objective.

Not enough advertising is created consistently with the truism that "all good selling is serving." #

On the Merchandising Front . . .

A Swipe at the Sweepstake Fad

By E. B. Weiss

Starting a year or so ago, a bright mind conceived a contest formula that—to all practical intent and purpose—provided the lure of the lottery without incurring the wrath of a more lenient Post Office. Usually called a "sweepstake," the current fad in contests involves no skill by the participant, sometimes no purchase, and, for the selection of winners, calls for the random selection of numbers from the equivalent of a hat.

E. B. Weiss

Between April and May of this year several national sweepstake contests were announced. These were consumer sweepstakes. Also announced were several sweepstake competitions for the trade (although that word, "competition," is scarcely correct semantics since there is no competition, in the strict sense of the word, in a lottery; and these *are* lotteries, whether or not they are so labeled). Perhaps it would not be inaccurate to guess-estimate that during this spring no less than six or eight of these consumer and trade sweepstakes were announced, offering prizes totaling several million dollars.

■ Now I entertain no prudish notions concerning lotteries. On the contrary, I am one who favors a national lottery—but that is another subject. I mention it only to make it clear that I have no mid-Victorian attitudes toward the lottery.

No, my objections to the use of the sweepstakes in current merchandising have little, if anything, to do with ethics, or scruples, or morals. My objections stem from my conclusion that the sweepstakes is a weak—and therefore highly expensive—technique for either preselling or sampling a brand. The traditional type of consumer contest seldom had much to recommend it as a long-term builder of loyal customers. I think the sweepstakes ranks *even lower* in this respect.

Over the years, Nielsen has periodically presented devastating statistics proving beyond contention that most hypodermic types of deals accomplish little by way of long-term benefit to the sponsor and that the cost of the small long-term benefits is excessive. I doubt that any other equally persuasive sets of statistics have been so generally ignored in any line of endeavor.

■ Now the same weaknesses inherent in forced-draft deals are inherent in most (practically all) consumer contests. After all, these, too, are hypodermics. And these weaknesses are particularly self-evident in the sweepstakes type of contest.

The weaknesses include:

1. A preponderance of entries from low-end income strata and from the more irresponsible elements among the shopping public.

2. The brand switch to the sweepstake brand is made primarily, if not solely, for monetary reward—not for product satisfaction.

3. A substantial percentage of the entries come from those who have the least degree of brand loyalty—this is one reason temporary sales gains attributable to the sweepstakes tend to be balanced out by subsequent losses.

4. The total sweepstakes program focuses shopper attention on the *sweepstakes*—the *product* and the brand tend to be submerged. And, in the shopper's *mind*, the net result is that the advertising messages leave a *sweepstakes* impression, not a *brand* impression.

5. If the sweepstakes item has a particular virtue, this is generally buried in and by the sweepstakes.

6. If the item has little by way of product superiority, little by way of special feature or special value (and this is clearly true of most of the merchandise that has been promoted via sweepstakes), then even though the object of the sweepstakes is sampling, the sampling is hardly calculated to be economically effective especially to the type attracted by a sweepstakes.

■ The sweepstakes will, of course, prove to be simply another passing fad in the long and dreary procession of so-called "merchandising stimulants." These merchandising stimulants involve giveaways, from trade deals to consumer contests. I object to them in merchandising; I object to them in consumer advertising.

In the early days of radio it was suddenly discovered that there was no relationship between mountains of mail and actual movement of merchandise. Precisely the same is true of sweepstakes mail.

In advertising, as in merchandising, short-term stimulants tend simply to prove the perpetual lure of the presumably easy way out. This is the lure of the sweepstakes.

■ A sweepstakes is more easily developed than a product or package feature of superiority, more easily developed than an advertising concept drenched with a potent ability to pre-sell a brand for long-term acceptance. And because of the illusion of success that it creates in the form of bundles of entries and hysteria, it seems to offer so much more than the more arduous forms of market building—so much more than a better product, more dynamic merchandising, a better advertising program.

But there is no easy way to the creation of a deep and broad acceptance of a brand. The road is a hard one—starting with the product, the package—and winding up with truly brilliant advertising. That's why such a tiny percentage of our so-called national brands really have *national* acceptance after years of brand building.

And the longer the manufacturer puts off traveling the hard road, the more costly will it be when marketing realities must ultimately be faced. This is especially true in this era of self-service merchandising of brands in huge retail outlets where merchandise is put out on law-library type of display. Brands today—and tomorrow—must achieve a degree of pre-selling never before required. The sweepstakes is the wrong route to that goal; indeed, it leads directly *away* from that goal. #

The Peeled Eye Department . . .

Help One, Help All

By Dick Neff

All Right, Already—We'll Help!

Bob Deindorfer, of the public relations department of the New York Stock Exchange, sidled up to us recently and furtively slipped us this note. "Got it from a friend in California," he whispered hoarsely, looking over his shoulder to see if he was being followed.

Help fight mental illness or I will kill you

Father, Dear Father, Leave Home with Me Now

We have always been deeply touched by the tender solicitude that exudes from advertisements published in behalf of American Motherhood and Fatherhood.

Dick Neff

Take this advertisement, spotted by Wilson Seibert, an outstanding copywriter and amateur gamekeeper we know.

GIFT OF GIFTS
FOR FATHER'S DAY
For Your Best Customer, Friend—Yourself
SENSATIONAL "MANHATTER"
ELECTRIC RECIRCULATING
COCKTAIL FOUNTAIN
Attractive—Eye Appealing. When used in the home will be the center of attraction for all parties. Makes an outstanding gift . . . cherished for years to come. Pre-chilled beverages flow continuously thru 3 graceful dolphins. Multi-colored illuminated base. Heavy chrome plated for beauty and extra long life. AC, 115 volt. Complete with instructions and warranty. Brochure available.
Cap. 2 Gal.—Hgt. 19" Dia: Bowl 15" Base 10"
"THE UNUSUAL GIFT" reasonably priced at $179.75 delivered in U.S.A. Chargeable to your Diner's Club, give number or send check or money order to
CATERER'S EQUIPMENT COMPANY
250 Lafayette St., New York 12, N.Y.

Surely every Tiny Tot in the land must feel his eyes moisten when he envisages the joy that will brighten the family hearth as his merry old father unwraps this chrome-plated two-gallon, multicolored, illuminated cocktail fountain. Surely, Roman fathers never had it so good.

Will the Geneva talks prove fruitful? Is our missile program lagging? Will rockets from Russian submarines vaporize greater New York?

Never you mind, kiddo. Turn on that fountain. Those Commies may make good machine tools and satellites and have a stronger navy than Britain, but can they produce snappy merchandise like this?

We've Got Enough Already, Thanks

Our modest friend, D.K., an inveterate spotter of errata in everything from 24-page inserts to rate-holders, again demonstrates his 20/20 vision with this confused little uttering from a mailing piece:

"Let us help you plan your furnishing problems."

Will the Committee Please Come to Disorder?

At a recent session, students, we discussed a definition or two of a committee.

We bring you now a definition which was especially apt when it was first reported by Alfred Harcourt of Harcourt Brace back in 1930:

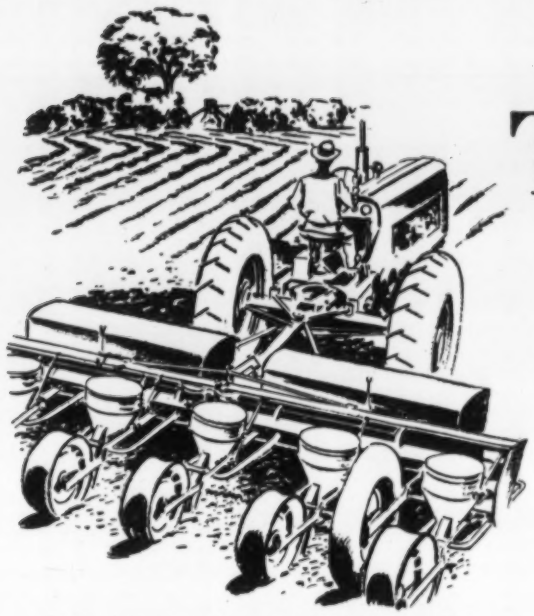
"Committee: a group assembled for the purpose of confirming each other's worst fears."

And Please Don't Uncorrect Them

The following want ad is from the April issue of *The Reporter of Direct Mail Advertising*:

> FOR RENT: 100,000 recently corrected Catholic laymen, $15 per M addressed on your envelopes from Speedaumat plates. . .

Says Robert S. Aronson, president of Robert Aronson Associates Inc., Boston, who sent us this interesting appeal, "I wonder what all of these fellows had done wrong!" #



Two dollars for one

With land prices as high as $600 an acre, the good farmer protects his soil, and his investment. Corn and grains take a heavy toll of soil nutrients. The same field planted in corn yields less every year unless soil nutrients are replaced.

The smart farmer puts hay and pasture crops on his sloping land; and plants corn every year on his level land — with tons and tons of fertilizer.

In 1957, US farmers used more than 22 million tons of commercial fertilizers, at a cost of $1,265 million. From 1940 to 1957, *production per man hour of feed grains has increased 212%*. The Department of Agriculture credits 20% of the increase per acre in all farm production to fertilizers.

Aside from the conservation aspect, a dollar spent for commercial fertilizers will return a minimum of two dollars in crops — often three or four.

SUCCESSFUL FARMING farms accounted for 58% of the corn, 46% of the wheat, planted in the US in 1957. Collectively they are the best customers of the fertilizer industry. Their average farm is over 300 acres. They own more tractors, combines, and cornpickers than any similar size group of farmers. Their production has risen steadily since World War II. And in the recession year of 1958, their estimated average cash income, from farming alone, was $12,120 — an all time high!

These SF families spend like other prosperous Americans. Their new houses would fit into any smart suburb. Since 1947, they have been remodeling and repairing, re-equipping their homes, installing new bathrooms and modern kitchens, and every labor saving appliance. They hunt, fish, travel, send their children to private schools and to college; build up backlogs of insurance and securities; buy outboard motors, hi-fi sets, tablewares, sports clothes, second cars, and ponies for the kids. If you want buying power—there's a $12 billion plus market in SUCCESSFUL FARMING's compact 1,300,000 circulation.

And if you want influence — nothing matches SF in its field. It isn't read for entertainment, escape, or to kill time. It is studied, filed, referred to again and again. Because its contents are valuable to farm business and farm living — show ways to save work, more results, better incomes, better homemaking. It has been serving the country's best farm families for fifty-seven years, earned a degree of respect that gets improved reception, and response, for advertising!

Any SF office can tell you more!

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

630,000 cans of frozen soup

. . . oyster, clam chowder, shrimp, pea, other varieties were bought in 30 days in mid-winter, 1958-59 by Successful Farming families— an average of 474 cans per M families! The nation's best farmers live well, buy higher priced brands, luxuries! Average estimated farm cash income around $10,000 for the past decade . . . and an all-time high of $12,120 in 1958 makes the SF family a prime prospect for all quality merchandise. For more sales, better balance in national advertising effort, and influence, you need SF! Call any office.

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

What They Were Saying 25 Years Ago . . .

Bennett Chapple, vp and director of publicity for the American Rolling Mill Co., Middletown, O., in an AA interview at the Assn. of National Advertisers (AA, June 9, 1934):

"If our experience is any guide, the public resents too much ballyhoo of the product in a radio broadcast, and appreciates restraint on the part of the advertiser. The resultant good will is too important a factor to overlook."

Headlines in Advertising Age (AA, June 9, 1934):

"7 Auto Makers Reduce Prices"

"Advertising Is Hit by New York Tax"

"Penny Candies Leading Field Back to Profit"

S. De Witt Clough, president of Abbott Laboratories, Chicago, addressing a district sales meeting in San Francisco (AA, June 9, 1934):

"I frankly believe that if companies were to put their advertising managers on their boards of directors, so that they could see the business as a whole, and understand all of its problems, the results would be greatly to the advantage of these enterprises."

Joseph Binder, Viennese poster artist in a new book, "Color in Advertising" (AA, June 16, 1934):

"The white of the paper which, from the point of view of printing technique does not count as a color, is, from an artistic point of view, a tremendously important means of increasing the color tension of the design. This means that a large number of bright colors does not necessarily increase the color effect. On the contrary, the effect as a whole can be flattened by it."

I Like Being an Agency Man

If you're an agency man, perhaps you know why you stay in this business. But it's always interesting to know why the other fellow does. Here are the reasons given by agency man Henry Jacobson, who never gave it a thought until someone offered him a job outside the agency business.

Henry S. Jacobson
Vice-President, Reach, McClinton & Co., New York

Several weeks ago, the president of a packaged goods company offered me a job as advertising director.

"Get out of the agency business while you're still young," he advised me. "You'll never be secure because any account can move to another agency on the slightest whim."

▪ He tapped his desk, emphasizing: "Be a client. It means:

"1. The chance to make real 'keeping' money. Most agency executives have to bounce from one shop to another to get bigger salaries. Then, likely as not, they skid downhill after 50.

"2. The chance for real pride of accomplishment in creating, packaging, manufacturing, advertising, and selling successful national brands. No agency man can feel that pride. He's too busy pleasing his client."

▪ The conversation continued, not without some awkward moments, and I subsequently declined the offer.

Henry Jacobson

The man's position was extreme. Far more extreme than that of clients I have worked for. They, with few exceptions, value and respect agency people. And I, in turn, have profited in knowledge and experience in exchange.

But the conversation stirred my thoughts, and later I tried to think of my reasons for being an agency man in words rather than in the usual vague emotions most of us have.

I thought perhaps I could share some of these thoughts, because I suspect other agency people have the same attitudes, although usually unexpressed.

▪ Here, then, are the major reasons why I like being an agency man (with some changes, they could justify liking the "client's side," or even enjoying life in general):

• **Insecurity.** I like the insecurity of agency life. By insecurity, I mean the challenges that arise every day in dealing with clients.

I think it keeps a man young to know that whatever victory was won yesterday is meaningless today—that you're "as good as your last meeting."

An agency president once expressed a half-humorous, half-bitter rule. "You make one mistake—the client makes ten. The score is one to nothing."

In actuality, that score rarely happens. I count the days lucky when I can break even with some of the clients I've worked for. Yet I don't really mind the lop-sided scorekeeping. It goes on *within* any company as well as *without*, and it adds zest to things.

As for job security, if I'd wanted that, I could have joined the Postal Service. The hell with it.

• **Variety.** I came out of a graduate school in physics to join Biow as a trainee. Usually the next question is, "Why in sweet heaven's name did you pick advertising?" I didn't pick it—I wandered into it the way a lot of my friends did from science, selling, music, writing, or manufacturing.

And what I got was variety, in the things I do and the people I deal with.

At 9 a.m. I'm working with a creative, professional writer trying to fix a headline that just hasn't come off. At 10 a.m. I'm analyzing—with the help of a patient research man—a consumer attitude study. At 11 a.m. it's media and what's going to happen to a late show schedule now that they bought the Paramount Library.

And so on through the day with client chemists (they're very patient), art directors (not so patient), tv producers, jingle writers, promotion men, and agency principals who "just can't understand why we don't find a claim that'll *really* move goods."

And then the days spent talking to retailers who don't know your brand from any other and shift uncomfortably while you ask questions.

And the clients and the insecurity that keeps you young.

• **Money.** Well, I like the money. As for "keeping money," maybe the company president I quoted is right. But if he is, maybe I'll be the exception and maybe you will be, too.

• **Pace.** The agency business is a series of sprints—certainly not a steady pull.

It's a series of crises that arise, are met, and are replaced by new ones. I like crisis. It adds zest to life.

I like the occasional late evenings, surrounded by agency people, putting together a rush presentation that was begun 18 hours earlier when you least expected it. There's no chance for boredom, for stagnation— either mental or physical.

• **Pride.** This is a difficult concept to use in life. It's like "happiness" which is never experienced *at the moment*, but only in retrospect. "I was happy then," but you were too worried, angry or busy to be happy at the time.

The same with pride. I look back on it or at it from a distance (as now) and I'm proud to be in the advertising business.

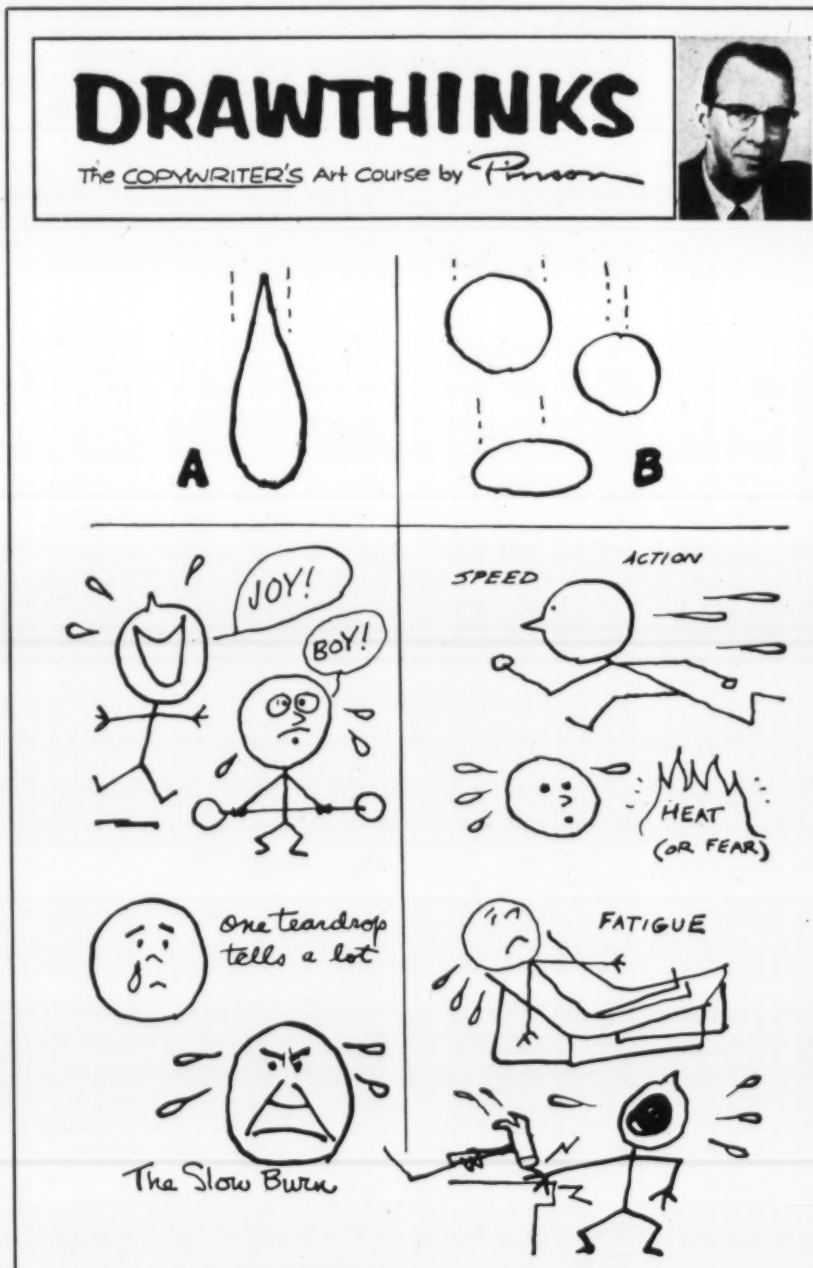
Strange thought for a business that's been satirized over and over by books and tv shows about Madison Ave. "operators!"

I'm not proud because I'm contributing to an economy or making life better for people (silly intangibles). But rather because I'm in a tough business with demanding clients, trying to "make things happen" every day of my life.

The ditchdigger doesn't think of his contribution to a city water supply—the artist doesn't ponder his effect on culture. They're digging a ditch or painting a picture, and it's a pretty damn good one, too, considering everything in the way.

It's the "doing" that's important, and the agency business is "doing."

That's why I like being in the agency business. #



The TEARDROP as a visual symbol

How you can use it for good results

(A) Millions of people accept this as what-a-drop-of-anything-liquid looks like as it falls or moves through the air, even though . . .

(B) As early as the 1880s, photographic experiments have shown *no evidence whatever* of teardrop shape in a freely moving liquid droplet. Drops are rounded, spherical, like the earth, the moon and the sun . . . or sometimes like a flattened meat ball.

Knowing the truth about teardrops does *not* prevent you from using them effectively in your roughs to the art dept. See how *expressive* they can be in communicating your suggestions and illustrative ideas.

* * *

Above are a few of the many different ways that teardrops can help delineate a situation: (Although they are rarely shown in the finished picture, except in cartoons).

Can you think of other ways to use these handy symbols of speed, pain, pleasure, fear, etc., in your roughs?

How much do you really know about love?

(Your wife may know more)

For the first time, Ladies' Home Journal devotes an entire issue to the single, earth-spinning subject—Love.

To define the most hard-to-define word in the language, the editors have gone to a number of sources. For example, Jessamyn West has written an article that may be a modern classic, "Love Is Not What You Think." Love, says the Journal's Beauty Editor, can make a woman beautiful... Rosalie Packard offers a new novel, "Love In The Mist"... Dr. Spock has turned his thoughts to the subject of how to teach a child to love.

Love, in other words, lights and sheds its light upon every feature, story, poem and department of the June issue of the Journal.

Of course, in a way, every issue of Ladies' Home Journal is a labor of love. It is one of the not-so-secret secrets of Journal editing. And, in return for the editors' loving care, nearly 6,000,000 American women buy, read and love Ladies' Home Journal. They respond to its ideas as to no other medium.

Love's labors are not lost on advertisers—far from it. Advertisers invest more money in Ladies' Home Journal than in any other magazine for women. To them, womanpower . . . plus Journalpower . . . equals salespower for their products!

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

If Law Firms Were Run Like Advertising Agencies...

The law profession enjoyed a laugh recently at the expense of the advertising business. What provoked it was a light piece of fiction-fantasy written by John W. Hunt, a member of the Chicago Bar Assn., and appearing in the association's publication, the Chicago Bar Journal. Spoofing advertiser and agency alike, Mr. Hunt spun the yarn of an automobile company which sets out to pick a legal counsel in the way some companies seem to pick an agency. In the telling, lawyer Hunt proves he knows some fine points of the agency business. Now that lawyers have had their chuckle, ADVERTISING AGE *reprints the tale here, for admen to enjoy, too.*

By John W. Hunt

In the summer of 1958 General Industries determined, after months of deliberations, to bring out the first mass market motorcar to be introduced by a major American producer since the '30s. This car, appropriately named the "Supersix" after George Supersix, the company's president, required the establishment of a "Supersix Division."

One of the first problems the division tackled was the hiring of legal counsel. The Supersix, intended to have a personality all its own, could not be handled like all the rest of the company's products; that much was obvious. But which new firm was to be given this plum?

■ On the face of it the search for a law firm might seem simple. Ordinarily such a large account would go to one of the larger offices; furthermore, it would go to an office without a competitive account. Among the top ten law firms in the country in point of size, only one was without a motorcar: Fobb, Baker & Blivet of New York. Walter Fobb, in addition, was George Supersix's cousin.

But the Supersix people did not jump at the obvious. Their first decision was to be strictly objective in this as well as in other problems facing the division. Accordingly, they set out on the most exhaustive review of law firms ever undertaken in this country by any client.

■ Supersix's vice-president, Larry Botsford, began the search in September, 1958, by polling the present firms retained by General Industries, in each case sending a brief letter and general questionnaire to the senior partner and following up with a personal chat. From the recommendations and comments of these partners a list of eight firms was drawn up: Fobb, Baker & Blivet, Smythe and Treadwell, Bully, Woolly & Nathanson, all of New York; Hamilton, Bipple and Hamilton, of Philadelphia; Ridley, Gridley and Schurz and Ogilvy, Mumford, McCormick & Otis, of Chicago; Treat, Danger & Spatz, of Detroit; and Duncan, McLeod, Peterson & Moore, of St. Louis. By this time rumors had spread like wildfire through the country's law clubs.

On Oct. 1, 1958, Botsford mailed a form letter to each of the eight firms on his list. "Dear .....:" it began, "Supersix Division contemplates the marketing of an entirely new line of automobiles, the success of which will depend in large part upon the people who work for us and the people who represent us . . . We invite you to come to our general office in Toledo next week to discuss the matter." The letter contained hints that Supersix would like to hear about the firm and the services it offered its clients.

■ Needless to say the arrival of this form letter highly gratified the senior partners of each of the firms by verifying information they had already gotten via the "grapevine." It also stimulated a great deal of activity. Although the letter had not specified or even suggested the size of the plum about to be dropped in the lap of one of the law firms, it was generally known that millions of dollars' worth of billings were involved, to say the very least.

Meanwhile, back in Toledo, Botsford and his crew were losing no time preparing themselves for the interviews. Dr. Hans Kartoffel, world-renowned marketing professor from a leading university in West Germany, had been hired to work up a detailed list of criteria by which to judge the firms. Kartoffel came up with 113 questions, covering such matters as —"What clients did you lose last year, and why?" and "Do you have a separate Christmas party for the girls?"

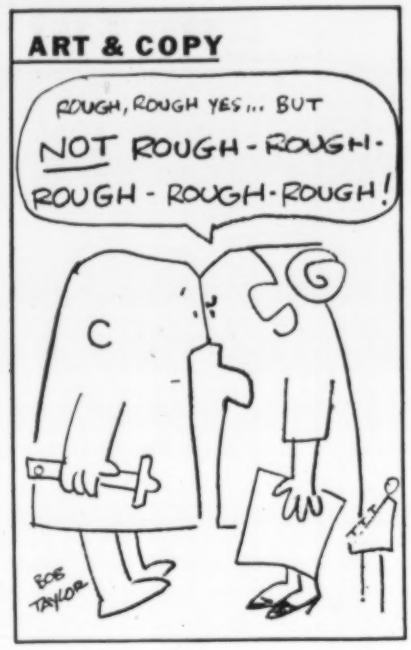
■ The presentations began late in October. Fobb, Baker and Blivet appeared with a nine-man team, running to rolled lapels. To dispel the illusion that theirs was a "stuffy bunch" unprepared to handle a new product such as the Supersix, Walter Fobb began the talks by saying, "Let me make it clear we are not here with a lengthy written brief. We appreciate what you're up against and we'll go right to the point and be as informal as we can in attempting to convince you that the services our firm can offer are what the Supersix Division needs."

Fobb then explained how Fobb, Baker & Blivet followed a "departmental" line of organization—there was the tax department, the property department, the trial department, the garnishment department, and so forth. "In this way," said Fobb, "you get all the advantages of working with specialists." Nor did this method lack the advantages of "group" organization. "Not a piece of work goes out of our shop," emphasized Fobb, "unless it has been approved by every department head."

The parade of "teams" continued on into November and December. Some firms came with as many as twelve men, others with as few as one or two. Botsford became adept at twitting the seniors of the larger groups. "Who," he would ask with a twinkle in his eye, "is watching the court call while you are away?" In the case of the one or two-man presentations he would be careful to call in a company doctor and have him take a pulse count or perhaps the blood pressure of each man. "We don't want to have our legal affairs in the hands of your widow," he would chide.

■ Flip charts were used by some firms, and Treat, Danger and Spatz actually ran off a 15-minute color movie highlighted by action shots of a buy and sell closing. Some of the charts gave brief biographies of each partner and associate in the office; others stressed the litigation record of the firm. Ridley, Gridley and Shurz, for example, presented a 25-year analysis showing that in courts of record the firm had prevailed in more than two-thirds of its cases.

Taken all in all Botsford was most impressed by the high character of the presentations made by all eight firms. "I got a full course in how large law firms conduct their business and why,"



he said. One thing he had not guessed in advance was the extent to which "motivational research" had taken over in the legal field. As the managing partner of Smythe & Treadwell had explained it, lawyers in the decade after World War II had begun to learn the value of human engineering techniques in the negotiation of legal matters. Some firms now required their associates to take formal work in social psychology before meeting the firm's clients or attorneys on the other side. "We have discovered," the Smythe & Treadwell man said, "that Broom's Legal Maxims and Ruling Case Law do not win lawsuits or drive home points at the bargaining table. The man who comes out on top for his client is the man who understands the other guy and what is driving him."

■ At times the reaction to Botsford's probing of the motivational research angle bordered on the ridiculous. During the session with Ogilvy, Mumford, McCormick & Otis, Mr. Otis actually blurted out, "We make it an absolute rule never to suggest the first change at a drafting conference. We have found it increases the likelihood of flyspecking on the other side."

■ Most firms went to great lengths to explain their exact structure, whether "departmental" or "group." Botsford was quick to appreciate the fact of the ever-growing complexity of the law and the need for a great degree of specialization in every firm. Yet he did not want to risk a situation, as he put it to most of the teams, where important Supersix matters would be shunted into the hands of someone untested or someone "unable to see the forest for the trees." It was on this ground he was obliged to rule out Duncan, McLeod, Peterson & Moore; this firm was so specialized, the questioning brought out, that simple contracts were regularly sent out of the office to a correspondent in general practice.

Needless to say, Botsford was concerned with a good deal more than the degree of specialization. Supersix, as he put it, was looking for a "seasoned" firm, one with maturity at the higher levels and evidence of independent judgment among the younger men. One team especially impressed him in this respect; after the leading partner had held the floor an undue length of time, his junior, having gotten nowhere by yawning and stretching, forcibly dragged the older man down by the sleeve.

As time went on it became clear that one of the major problems in placing the Supersix account was simply to find an office with the size and manpower to handle the load. For this reason alone the Philadelphia, Detroit and St. Louis firms were forced to withdraw, leaving the three New York and two Chicago firms in the running. The Supersix people decided to have a second look at these firms on their home ground.

■ Notwithstanding the "seasoned" character of the five firms left, this naturally led to a certain amount of tension in anticipation of the visits. Clifford S. Gridley, of Ridley, Gridley & Shurz, suffered a stroke the day before Botsford's crew was due in Chicago, and in New York Trevor Treadwell, in a fit of pique induced by the mounting pressure, pitched his outgoing letter box at a docket clerk. Even Fobb, Baker & Blivet lost some of their usual aplomb; famous for a dish of H. Upmanns always kept handy for clients on a table in their reception room, they slipped up on the Supersix call and filled the dish with Muriels by mistake.

Most of the firms got through the actual visit without too much going wrong. In each case a coterie of partners met Botsford and his associates at the elevator door and a swing was made through the suite, with a carefully planned stop at the office of each of the remaining partners. Botsford would politely ask a question or two, such as "Well, and what are you working on there, Mr. Snell?" and the partner in each case would answer if he could. Sometimes Botsford would be taken into the library, where an elaborate explanation would be given of the books found there and what they were used for. "This," said Botsford, "was obviously window-dressing, but the size of the library did tend to confirm or refute the Dun & Bradstreet we ran on each of the partnerships."

■ At the same time Botsford was going around by way of the front door, other Supersix men from the credit department and public relations staff were talking to the local banks and clients of the various firms. The double-checking on credit and client relations reduced the field to three firms. This meant that Supersix had reached the ultimate question, the question of an appropriate retainer.

None of the firms had of course any exact idea as to how much time and effort would actually have to be spent to service the Supersix account. Moreover, there was the obvious "prestige" angle; shouldn't the fee be somewhat low on this type of client, in view of the publicity and good will that would inevitably come to the firm along with the work itself? In the end Smythe & Treadwell made a wrong guess. They named a quarterly figure to Botsford that would have damaged his balance sheet, and there was no choice but to rule them out. This left Fobb, Baker & Blivet in New York and Ogilvy, Mumford, McCormick & Otis in Chicago. Rumors mounted.

■ Over the next few days one managing partner entered in his diary:

Dec. 30—Ogilvy is going to get Supersix because of its strength on collections.

Jan. 3—Fobb called back to Toledo on hush-hush trip.

Jan. 8—Fobb, Baker and Blivet out because of lack of depth in tax department.

Jan. 11—Otis seen drunk at Union League Club; looks like they're out.

Jan. 15—dark horse has entered the picture; Botsford has spent two days incognito in Cleveland.

■ On Jan. 22 the suspense came to an end. George Supersix himself put in a call to Walter Fobb in New York.

"Walter," he said, "can you be in Toledo tomorrow ready to sign on the dotted line?"

There was a slight pause at Fobb's end, then a sound almost like a cackle.

"Who, me, George?"

"Yes, cousin." #

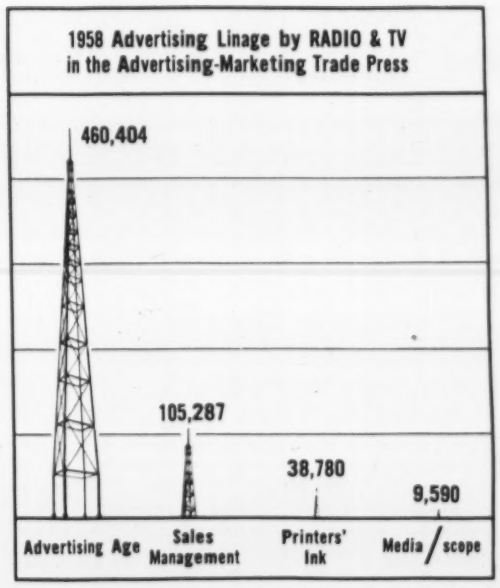
The Word's Got Around in Broadcast

In 1958, broadcasters with time to sell placed 460,404 lines of promotion advertising in Advertising Age:

- **four times more than in the next advertising and marketing trade publication**
- **73% of all radio-tv advertising in the advertising-marketing trade press—over 200% more than was carried by all other publications in this field combined!**

Why have they made Ad Age the Space Setter? Simply because they have proved to themselves that *more* of the people they need to reach—those who *influence, specify* or *buy* broadcast time—are among the 44,000 paid subscribers who read, rely on and respond to Advertising Age. Every week!

If you have time on your hands—*sell it* through Advertising Age!



important to important people

200 E. ILLINOIS ST. • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, N. Y.

ABC ABP NBP

1 Year (52 issues) $3

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Public Health Service, AMA Praise Council and Y&R for Polio Vaccination Campaign

To the Editor: The interest in the present polio vaccination campaign which prompted your editorial in the March 23 issue is much appreciated by the many persons and agencies who are seeking to promote wider vaccinations.

Your correspondent "wonders whether an intensive advertising campaign addressed to the public might not have prevented the situation which finds some 40% of the population still unvaccinated."

The question posed in your editorial with respect to ethical drug producers conducting such campaigns is certainly not within our province, but I should like to point out that during the past two years the Advertising Council and its task force agency, Young & Rubicam, have given invaluable and generous aid to the polio vaccination campaign.

The council's "Stamp Out Polio" campaign sponsored by the Public Health Service, the National Foundation and the American Medical Assn., has embraced newspaper advertising, radio and tv "spots," bill boards, car cards, in fact, the full array of the media.

We are grateful to the Council, to the Young & Rubicam agency, and to the various media which have and are participating in this campaign. In doing so, they are performing a fine public service.

I hope that you will choose to take note of this campaign in your editorial pages not only for the sake of well-earned and due credit but with the hope that your readers will ask for and use some of the fine promotional materials prepared for us by Young & Rubicam under Advertising Council auspices.

J. Stewart Hunter,
Assistant to the Surgeon General for Information, Department of Health, Education & Welfare, Washington, D. C.

•

To the Editor: Regarding the editorial "Might Advertising Have Helped?" which appeared in the March 23 issue of Advertising Age, I would like to call your attention to the "Stamp Out Polio" campaign being conducted by the Advertising Council and its volunteer agency, Young & Rubicam.

For the past two years, the council has put together an extremely fine set of promotional materials which have contributed markedly to the continuing polio immunization drive being carried on by the U. S. Public Health Service, the National Foundation and the American Medical Assn. Speaking for the medical profession I can say that we are deeply grateful for the efforts of the Advertising Council and attribute the success of many local vaccination drives to the use of these materials by communications media.

I am enclosing some sample materials the council has prepared for this year's "Stamp Out Polio" campaign so that you can see for yourself the extent and quality of their work.

Leo E. Brown,
American Medical Assn., Chicago.

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Faith—Read Flesch

To the Editor: Much as I was intrigued by Margaret M. Bailey's letter to little Faith McMillan (reprinted in your May 11 issue) I couldn't suppress a growing feeling, as I read, that something was very, very wrong.

The mounting length and complexity of the sentences and multi-syllable words finally sent me to Rudolf Flesch's "Art of Plain Talk." Applying his "yardstick" to four groups of 100 words each taken at random from this letter gives us a "difficulty factor" of between five and six—suitable for "high school graduates or people with some college". . . this to an 11 year-old!

Don't misunderstand me: I wouldn't like to try to explain to such a child what it takes to be a copywriter. But if, as I believe, the copywriter's first and most important job is to communicate *with his audience*, it seems to me Mrs. Bailey forgot to touch first base.

Donald C. Heath,
Executive Director, Jackson Associates Inc., Holyoke, Mass.

• • •

Dichter Comments on Packard's 'Status Seekers'

To the Editor: Vance Packard's second venture into the field of social psychology ["The Status Seekers"], while more serious than the first one, is another attempt to frighten and titillate people.

First, we were all being persuaded without having any free will left. Now, we are being told that our social boundaries are frozen. Both books are escapist. My research experience shows the opposite: namely, the basic freedom of the individual and his dynamic strives. We buy, behave and act the way we do because we basically want to behave this way. Whatever restrictions there are are the result of fears and inhibitions and are man-made. They are not the result of mysterious and magic forces such as classes—they are inside each man.

Rather than being guided and restrained by classes and rigid structures, a whole new class, the middle class, has been emerging which sets the tone, determines morality and unifies and frees at the same time. We do not admire millionaires or heirs any longer. It is the plumber, the workman who has a new pride and belief in the prestige of his role and his individuality. He is he, long before he is a member of a special caste.

Modern mass communication, advertising, physical and economic and psychological accessibility of such previous luxuries as swimming pools and foreign travel have all resulted in unheard of mobility. Hidden persuasion and the concept of the prison of class structure are more comfortable and journalistically more appealing, however, than the idea of individual self-determination and the role of advertising and research as the whip of constructive discontent.

Ernest Dichter,
President, Institute for Motivational Research, Croton-on-Hudson, N. Y.

• • •

MP's Ray Maxwell Very Much Alive

To the Editor: Regret reading of the death of Clair Maxwell. Regret, too, I cannot claim kinship with him although I met the four brothers on several occasions.

That part of your story about Ray is wrong on three counts—I'm still very much alive . . . still director of publicity-advertising for Missouri Pacific . . . still the world's worst golfer.

Ray Maxwell,
Director, Publicity-Advertising, Missouri Pacific Railroad Co., St. Louis, Mo.

AA owes Missouri Pacific's Ray Maxwell its sincere apologies for having confused him with the late Ray Maxwell, brother of Clair, and is delighted to have such forthright evidence that he is alive, alert and so careful a reader of AA.

• • •

Says All Media Influence Teen-Age Movie Choices

To the Editor: In your report of the *Seventeen* survey of movie-going habits of teen-age girls (AA, May 18), you write that "teen-age girls pay least attention to ads when deciding what movies to see." The article included the figures that 18.1% were influenced by type of picture; 16.7% based their decisions on performers; and 13.6% chose a picture by "word-of-mouth". advertising, while combined newspaper, magazine, radio and tv advertising affected decisions of 11.8%.

However, in your story, you neglected to take into consideration the fact that preferences based on type of movie, the performers, or even word-of-mouth advertising, initially emanate from some type of media—whether it is paid advertising or editorial coverage in a magazine, newspaper, or radio and television.

The survey was designed to see what motivates the movie preferences of teen-age girls; the fact that type of picture and the performers represent such an important influence provides an index to the most effective means of reaching this audience of 8,500,000 through either advertising or editorial coverage.

Another statistic omitted in your story is that, during an average week, better than half (54.9%) of all teen girls go to the movies. This is significant when compared to another study which shows that only 20.2% of *people in all age groups* go to the movies during an average week.

The *Seventeen* survey was not designed to gauge the competitive influences of newspaper, magazine, and/or radio and television advertising. Its results indicate that, by promoting the kind of movie and by spotlighting the picture's performers, advertising or editorial coverage can be most successful in reaching this market. While on paper the effect of broadcast advertising *per se* on the movie preferences of teen-age girls is 11.8%, in reality, such advertising exerts a much greater influence.

Aaron Cohen,
Director of Research, *Seventeen*, New York.

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'Help' Is Menial Labor?

To the Editor: Whether or not I need a job or a position I somehow keep on reading the classified advertisements and I know that many other advertising people do the same, just to see what the market might be.

Tonight while I was looking at the latest issue of Advertising Age it occurred to me that the classification "Help Wanted" and the classification "Positions Wanted" are not applicable in our particular industry or profession. Why not, instead of "Help Wanted" start a new classification entitled "Brains Wanted?"

Merely a suggestion. The word "Help" implies someone who lifts things or carries things or performs menial labor rather than contributing to the success of a company through an astute advertising program, hence the suggestion made above.

W. H. Watt,
Radnor, Pa.

• • •

Adman Must Be a Prophet

To the Editor: The good advertising man tries to keep ahead of the news. His experienced hunches sometimes almost qualify him for membership in the Seventh Son of Seventh Sons Prophets' Assn.

Take the Orbis Products Corp. advertisements we placed in recent issues of soap, drug, and cosmetic books. Then take a look at the full-page, full-color news feature on the last page of the April 27 *Life*. Some Uakari, ugly red face and all. He's the first to be featured in Orbis's Strange Animal series.

It goes to show you just have to know.

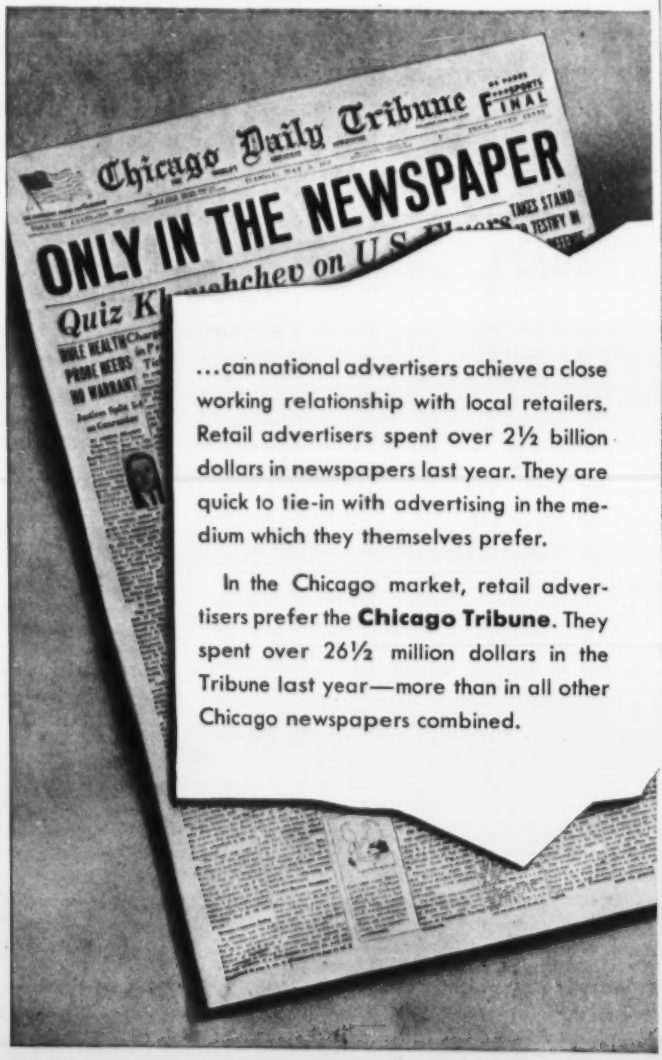
C. Ralph Bennett,
Executive Vice-President and Creative Director, Fred Gardner Co., New York.

• • •

. . . But Talented

To the Editor: Regarding the Creative Man's Corner . . . "Talented Ship—Talented Copy" (May 11). The ship shown in the photograph is the *Statendam*, not the *Maasdam*.

Lee H. Farbsten,
President, Schneider & Associates, Photographers, Detroit.


Chicago Daily Tribune
FINAL
ONLY IN THE NEWSPAPER
...can national advertisers achieve a close working relationship with local retailers. Retail advertisers spent over 2½ billion dollars in newspapers last year. They are quick to tie-in with advertising in the medium which they themselves prefer.
In the Chicago market, retail advertisers prefer the Chicago Tribune. They spent over 26½ million dollars in the Tribune last year—more than in all other Chicago newspapers combined.

THE BEST ARTISTS

for advertising
or any other
reproductive use,
need the best
photoengraving craftsmen
to capture on metal
the subtle excellences
of their work.

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET,
AT WACKER DRIVE
CHICAGO 6, ILLINOIS
AMERICA'S FINEST PHOTOENGRAVING PLANT
LETTERPRESS
GRAVURE

NEW CAMPAIGN—*Jenkins Spirits Corp., Manchester, N. H., which broke into the New York metropolitan market March 20 (AA, March 16), started a new series of ads May 26 in the New York Daily News. Other ads will follow through June. John C. Dowd Inc. is the agency.*

Rosenstiel Asks Excise Tax Rebate on Mild Whiskies

NEW YORK, May 26—Lewis S. Rosenstiel, chairman and president of Schenley Industries Inc., proposed last week a moderation tax incentive plan to encourage consumption of milder whiskies.

Speaking at the closing session of the Wine & Spirits Wholesalers of America, Mr. Rosenstiel recommended a federal excise tax rebate to distillers of 1% on spirits from 100 proof to 90 proof, 1.5% rebate on whiskies between 85 and 89 proof, and 2% on whiskies between 80 and 84 proof.

He suggested that the excise-tax incentive plan would be used to lower prices to the consumer, thereby encouraging the use of lower proof whiskies.

Mr. Rosenstiel also urged that the states adopt the federal system of levying excise taxes on proof gallons instead of liquid gallons. The states now tax the distilled water that is used to lower proofs, he said. #

WQXR, WCRB Boost Rates, Cut Number of Spots

Two good music radio stations have decided to curtail the number of commercials and to increase rates. WQXR, New York, whose rates cover WQXR-FM too, will raise its prices about 20% effective June 1. At the same time, it will cut the number of commercials on "Cocktail Time" and "Luncheon Concert" by 50%. Middle commercials for 15-minute shows will be eliminated. Altogether 300 spot availabilities a week will be withdrawn from sale. However, the station figures its potential take remains about the same due to the rate hike.

WCRB, combined with WCRB-FM, Waltham, Mass., is boosting its price tag by 15%. Double spotting, according to Ted Jones, president of the station, has been banned and 150 spots have been withdrawn from the weekly availabilities list.

Sherman Made Pabst PR Head as Brewer Drops Selvage & Lee

Sam N. Sherman, Wisconsin public relations manager of Pabst Brewing Co., Chicago, has been named public relations director of the company's national operations. Pabst will move its pr headquarters from Chicago to Milwaukee. Mr. Sherman, on the Pabst staff six years, succeeds Andrew Talbot, who resigned last October (AA, Nov. 3), and who last week was named promotion director of the *San Francisco Call-Bulletin* (AA, May 25).

Pabst did not renew its contract with Selvage & Lee, a pr company, which was hired more than a year ago to assist the company management in a proxy fight, and has since handled most of Pabst's pr activities.

Seeman Agrees to Buy 68% of Seabrook Voting Stock

Seeman Bros., New York wholesale grocery, has agreed to purchase 68% of the voting stock in Seabrook Farms Co., frozen food packer, from Charles F. Seabrook, chairman. It was not known if this would change the Seabrook advertising, which is handled by Smith-Greenland Co. Mr. Seabrook and members of his family, including his son, John M., who is president and chief executive officer, have been in dispute for some time over the running of the business. Seeman said it hoped to continue the present operating, management and sales policies of Seabrook.

Ralph Cavan Joins KVPD

Ralph Cavan, formerly with art studios in New York and Milwaukee, has joined Klau-Van Pietersom-Dunlap, Milwaukee, as an art director. Promotions in the agency's art department include Pierce Dunkleberger, art director for collateral material; and Robert W. Hora and Lyman S. Brockway, art directors.

Sutton Appoints Langan

Sutton Publishing Co., White Plains, has named Thomas F. Langan district manager for *Electrical Equipment* and *Contractors' Electrical Equipment* in the New York City and Long Island territory. Formerly, Mr. Langan was a sales representative in New York for *Material Handling Engineering*, published by Industrial Publishing Corp.

VP visual power

give your ads a top VP rating

Ads and printed pieces appeal almost exclusively to the eyes and what better way to assure that appeal than a setting by SERVICE Typographers. Care and craftsmanship go into every assignment. Type buyers will see the difference . . . customers and prospects will act on it.

Call SERVICE today and put some VP into your ads and literature.

SERVICE typographers, inc.

723 S. WELLS ST. CHICAGO 7, ILLINOIS HArrison 7-8560

The Ones That SERVE Are The Ones That SELL

In DES MOINES... KRNT RADIO and TV

In this area, most people have learned through years of experience that KRNT and KRNT-TV stand above all others in service to the public, day in and day out. Most people turn to these stations for help and information. During Iowa's blizzard of March 5 and 6, worst in the past decade, more Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the time to KRNT TOTAL RADIO for storm news and information than all other stations combined!

Another outstanding example of public service occurred when KRNT-TV, in cooperation with the local Medical Society, planned and televised coverage of a "miracle" heart operation. Television made it possible for all Central Iowa doctors to benefit from viewing a new "mechanical heart" in actual operation.

Still another public service "tie-in" was with Goodwill Industries of Des Moines. A completely isolated appeal for neckties for re-sale by Goodwill Industries resulted in a landslide of ties to KRNT-TV's dominant emcee personality.

No wonder most people listen to, believe in and depend upon KRNT and KRNT-TV . . . selling Iowa because they're serving Iowa. In 1958, KRNT-TV presented 5,620 public service announcements; KRNT RADIO presented 5,628.

Serves BEST...Sells BEST In DES MOINES....

KRNT RADIO and TV

Represented by The KATZ AGENCY

Ads Are Basic Need for Labor, Wiltman Says

Steel Companies Also Renew Ads as Pact Talks Continue

NEW YORK, May 26—"Advertising has become a basic need for labor unions.

"Advertising is the only way a union can reach the people and get its story across.

"That's why United Steelworkers of America is using newspaper ads to counteract misrepresentations and misstatements of fact that have been circulated by the steel industry's pre-bargaining publicity."

These comments were made to ADVERTISING AGE, in a telephone interview, by Robert Wiltman, president of the Pittsburgh agency of that name, which has handled the advertising of the United Steelworkers since 1941.

■ Commenting on the steelworkers' current ads that are appearing once a week in 40 newspapers, Mr. Wiltman, who said that he, personally, writes most of the copy, explained that "the only difference between the ads now running and those which were used earlier this year is that we are using more direct talk and are driving home our points a little harder."

As previously reported (AA, April 20), the steelworkers' advertising started early in January. The initial ads stressed, industry-by-industry, how an extra $1 billion in the pockets of 1,250,000 steelworkers would bring substantial benefits to the whole national economy.

■ Those ads were countered Jan. 26 by the steel industry through the American Iron & Steel Institute, an association of 100 steel companies, with a series of ads every other week in about 400 newspapers, emphasizing the effects of the inflationary spiral on the economy generally and pointing out specifically how higher costs in the steel industry would increase over-all costs in virtually all other industries.

Hill & Knowlton handled the institute's campaign, which was concluded at the end of April, about the time that preliminary negotiations opened here on a new steel industry contract with the union. The old contract expires June 30.

■ Negotiations are still in progress here. A week ago, spokesmen for the companies and the union held a joint press conference. It developed into a rather heated argument between R. Conrad Cooper, exec vp of U.S. Steel Corp., chief spokesman for the industry, and David J. McDonald, president of United Steelworkers.

Mr. Cooper brought up the topic of inflation when he commented on a statement issued Monday by the executive council of the AFL-CIO, which backed the steelworkers' claim that the industry can afford a pay boost without increasing prices.

Mr. Cooper quoted statistics to show that employment costs per man hour in the steel industry rose 288% in the past 19 years, which, he said, figured out to an average of 7.8% a year. In the same period, he said, steel shipments per man hour rose only 30% for an average annual rate of 1.5%.

■ Mr. McDonald, sitting next to Mr. Cooper, said he regretted that "collective bargaining has broken out in the press room." He called the inflation issue "a fictitious monster created by the steel industry. This is a question," he said, "of whether all the dollars are to be retained by management and the stockholders, or whether the workers are to get their fair share of increased profits and some of the benefits of their increased productiviyty."

■ Mr. Wiltman said that the current steelworkers' campaign "is the largest the union has ever run," but declined to say what the budget is.

Asked how long it will continue, he said "it will depend on a number of factors—the contract negotiations, what the steel companies do in their advertising, public reaction, and a lot of intangibles."

Mr. Wiltman said that the steelworkers have used ads before, preceding and during contract negotiations in 1956, and also during the steel strike in 1946.

"There is no other way that the union's case can be presented with boldness and impact," he said.

Asked whether there has been any public reaction to the current ads, Mr. Wiltman said "a lot of letters have been received by the union from all kinds of people that have been very encouraging."

■ He said it is not generally known that automation in the steel industry has cut down employment, that there are 200,000 unemployed in the industry today compared with 1954, and that 375,000 workers in the industry are now on part time.

"As we ask in our ads," Mr. Wiltman said, "is it inflationary to give the worker a share of his own increased productivity? Is it inflationary to shorten the hours and distribute the work available to a larger number of people? Is it inflationary to maintain purchasing power so workers can buy things they need and help keep the American economy prosperous?"

■ Although the steel industry, for legal and other reasons, concluded last month the anti-inflation advertising campaign sponsored over the name of American Iron & Steel Institute, another industry group, the Steel Companies Coordinating Committee, supported by 12 leading steel producers, has run two ads in rebuttal to the current steel workers ads. One appeared May 6 in 400 newspapers, and was placed by Batten, Barton, Durstine & Osborn.

■ The committee, in another ad appearing as an open letter in 400 newspapers May 25, charged David J. McDonald, president of the steelworkers union, with distorting facts and trying to mislead the public on the issues in the current steel wage negotiations.

"Your weekly advertising," the ad said, "distorts facts and tries to sidestep the job we have to do."

After listing 14 points which, the committee contends, are misrepresentations that have appeared in the union's advertising, the industry management group declared:

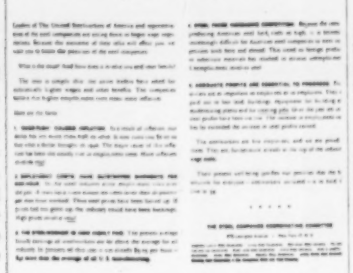
"We say to you—the use of invalid comparisons and other distortions of fact to produce misleading impressions will only make it harder for both sides to do our job as responsible citizens. Our job is to reach an agreement in the best interest of all concerned—an agreement that will help curb inflation and help make more jobs."

■ The coordinating committee's ad appeared at the beginning of the third week of bargaining over a new contract. The old three-year contract will expire June 30, and apparently no progress toward a settlement has been reached. Negotiations will be suspended this week to allow industry executives to attend meetings of the American Iron & Steel Institute here Wednesday and Thursday.

On Thursday Mr. McDonald will make a speech on the contract situation before the National Press Club in Washington. #

Steel wage negotiations are under way

...and you are involved



COMPANIES' POSITION—*The Steel Companies Coordinating Committee ran this ad May 6 in 400 newspapers explaining the steel industry's position.*

UNION'S POSITION—*United Steelworkers of America ran this ad May 4 in 40 newspapers explaining the union's position. On May 14 and 20 it used other ads to rebut the steel companies' argument. Robert Wiltman Co., Pittsburgh, is the agency.*

An Open Letter from the Steel Companies Coordinating Committee to the President of the Steelworkers Union

Dear Mr. McDonald:

It's time for you to stop trying to mislead the public

Ever since negotiations began, you have been trying to mislead the public about the real issues in the wage negotiations you are carrying on with us.

Your weekly advertising distorts facts and tries to sidestep the job we have to do. Despite what you have been saying in print:

YOU KNOW that the public as well as your own membership urgently expected an efficient and the high cost of imported item not want the outcome of these negotiations to make inflation worse.

YOU KNOW that inflation is not "a fictitious monster created by the American steel industry." The label you applied to it at a recent press conference.

YOU KNOW that the dollar today is worth only 48 cents, compared with 1941, because of the inflation which you pretend to see a problem to solve both.

YOU KNOW that the basic issue before us is steel wages and other employment items – and what will happen to our industry if it doesn't keep profit inflation in spread.

YOU KNOW that steelworkers are already earning an average wage of $2.35 per hour, and that the cost of the company's benefits paid for the employee system is 37 cents per hour there – making a total of $2.80.

YOU KNOW that the steelworkers' average wage and benefits are already higher than those of almost all other workers – and that their advantage has increased greatly in recent years. In wages alone, average hourly earnings in steel are more 56 cents per hour than the average for all manufacturing.

YOU KNOW that steel wages and benefits have increased much faster than the cost of living.

YOU KNOW that the 288 percent increase in hourly steel employment rates since 1940 has been nearly twice times the 31 percent increase in all-industry per man-hour output. Even although 12 billions of dollars spent by steel companies from 1941 through 1958 in modernizing their plants and equipment certainly the steelworkers are entitled to an additional return or additional investment.

YOU KNOW that steel profits – far from being "fantastic" as you have been telling the public – have been on a declining trend since 1956.

YOU KNOW that profits are essential to provide new and improved tools of production – better jobs – and provide jobs for steelworkers – and to pay stockholders for the use of their money.

YOU KNOW that U.S. Department of Commerce reports show that since December 1958 – for the first time in modern history – exports of foreign-made steel are greater than the amount imported. Your union and management employ just the opposite.

YOU KNOW that there is already less work for many members of your union because American steel with its high wage costs cannot compete with low-cost foreign steel.

NOW—how do we know that you know these things? Here are three good reasons:

1. Every one of the above facts and figures is a matter of public record.
2. In your own union convention last fall, members of your organization publicly boasted, "We have the highest industrial wages in America."
3. An official report at that same convention stated that approximately one in every of your members over their jobs to exports of metal and metal products.

We say to you – the use of invalid comparisons and other distortions of fact to produce misleading impressions will only make it harder for both sides to do our job as responsible citizens. Our job is to reach an agreement in the best interest of all concerned—an agreement that will help to curb inflation and help make more jobs.

That is why we have proposed continuing the present high level of wages and employee benefits without change, for another year.

THE STEEL COMPANIES COORDINATING COMMITTEE
525 William Penn Place Pittsburgh 19, Pa.

BACKLASH—*This is the steel companies' reply to the union's newest ads.*

Only the
ROTARIAN
brings your sales message to this concentrated
"action audience"
Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (more than 12 trips a year)

53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

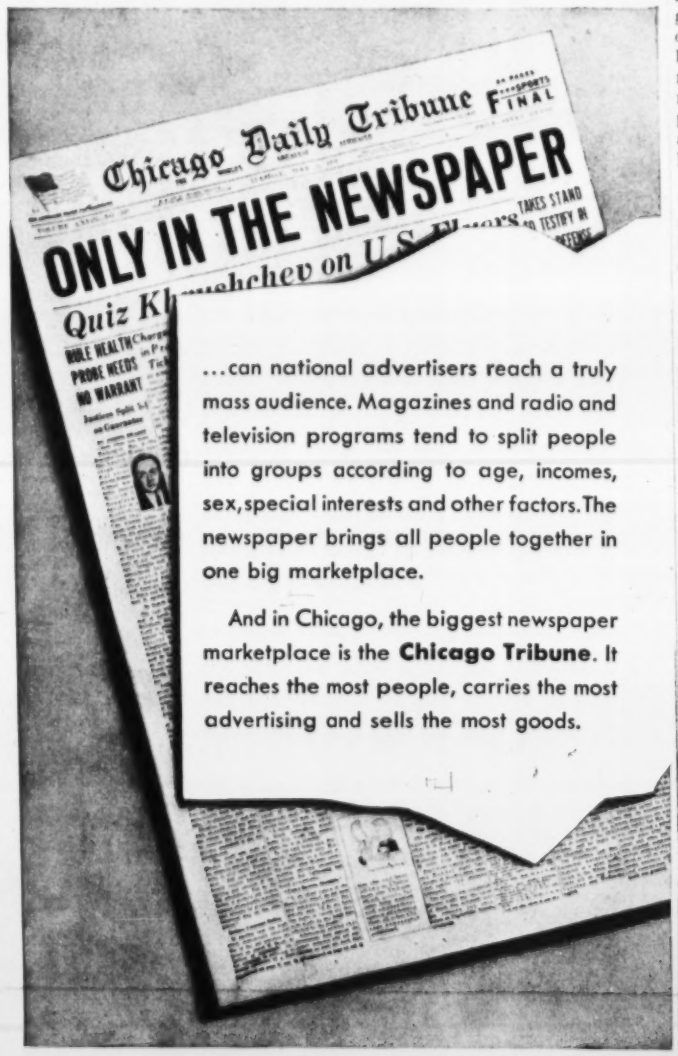
THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

ABC AUDITED PAID CIRCULATION

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .
Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.



...can national advertisers reach a truly mass audience. Magazines and radio and television programs tend to split people into groups according to age, incomes, sex, special interests and other factors. The newspaper brings all people together in one big marketplace.

And in Chicago, the biggest newspaper marketplace is the **Chicago Tribune**. It reaches the most people, carries the most advertising and sells the most goods.

AS OF JUNE 1st
PACKAGING PARADE
Changes its Name to
CONSUMER PACKAGING

Bolling Opens Four Offices

Bolling Co., New York, radio-tv station representative, is opening offices at 2158 Union Ave., Memphis; 32 Peachtree St., Atlanta; KMBC Bldg., Kansas City, Mo., and 705 Olive St., St. Louis. Cecil K. Beaver, formerly manager and part owner of WHHM, Memphis, will be in charge of activities in the southeastern states, with headquarters in the Memphis office. Eugene F. Gray, formerly general sales manager of KTVH-TV, Wichita, will head the Kansas City and St. Louis offices, with headquarters in Kansas City.

Boost Sales 25% by '62 or Lag in Business Paper Field, Kobak Warns

(Continued from Page 1)

1957 level should be matched early in 1960, with both page and dollar volume rising at a rapid rate thereafter, Mr. Kobak said.

"Advertising dollars sale might move from 1958's $471,000,000 to $600,000,000 or more by 1962—an increase of 25% in just three years. Such a growth is possible. It has happened before," Mr. Kobak told the group. He recited three specific instances—a 26% rise during the 1946-48 period; a 57% gain between 1950 and 1953 and 41% between 1954 and 1957.

What does such growth mean to the business paper industry? "Basically," Mr. Kobak reported, "it means that every publisher should get his house in order now to be ready for the next cycle of expansion. If you do not expand 25% by 1962," he told ABP publishers, "you are not keeping up with the industry.

■ "Just to maintain position i has been necessary to triple advertising sales since World War II. With the indication of further growth of the entire industry, each publisher must budget for growth—whether this be through increases in present books or through the addition of new publications."

The optimism of the predictions was somewhat diminished, however, by a look at the increase in publishing costs.

"The only thing that saved the industry last year," Mr. Kobak said, "was increased page rates."

Just to keep up with increasing costs, he told the ABP executives, each publisher will have to expand 25% by 1962.

■ A study to develop a set of standards for business paper research was proposed by J. Wesley Rosberg, senior vp, Buchen Co., Chicago. Addressing the group, Mr. Rosberg demanded an end to promotion projects that masquerade as research.

As a first step in developing a set of standards, Mr. Rosberg offered ABP the results of a pilot study he has just completed. He asked a cross section of agencies and industrial advertisers a number of questions on business paper research. Replies from 45 agencies and 49 advertisers indicated, among other things:

- The most demanded type of research was data on advertising readership and descriptions of audiences and markets served.
- In general categories, the greatest interest was in circulation readership—details on publication audiences, SIC breakdowns, information on markets, etc.

Mr. Rosberg suggested that ABP take this pilot study to a disinterested organization such as the Industrial Advertising Research Institute, National Industrial Advertisers Assn., the Four A's or the ANA to pursue the research further. "I think that by so doing," he said, "your association could render a tremendous service to the advertising profession and from the findings of a more complete study you could develop some standards of research that would contribute immeasurably to more scientific media selection in the future."

■ Editors and not the space salesmen should be the key to selling business publications, R. B. Reid, advertising and sales promotion manager of General Electric's apparatus sales division, told the ABP.

Appearing as featured speaker at a session honoring winners of the ABP's Jesse H. Neal awards for editorial achievement, Mr. Reid warned the winning editors that "irregular moments of brilliance do not represent editorial achievement. They are not salable to an advertiser.

"The only editorial achievement that impresses an advertiser," he added, "is a continuing, uniformly high-quality effort that paces its industry—rather than follows it."

While Mr. Reid did not suggest that editors get out and beat the pavements for advertising contracts, he left no doubt about his feelings that the key to effective selling of business publications is in editors' hands. "As an advertiser," he said, "I ask the editorial staff to take an active role in selling me—and I feel I can speak for all advertisers in asking it.

■ "It won't be easy to reeducate your sales force," he warned the editors. "But if it can be accomplished, you could achieve a modern reformation of the business paper field."

Editorial achievement to an advertiser, Mr. Reid said, is meaningful because it assures a broad circulation in markets that interest him; assures readership in depth, and assures the advertiser of a respected, prestige vehicle for his message. "These are things which advertisers can understand," he said. "But we don't hear proof of these ideas very often."

Mr. Reid's challenges followed on the heels of a suggestion at Sunday's board of directors meeting that perhaps ABP should consider dropping its Jesse H. Neal awards because of lack of support from publishers. While entries hit an alltime high in this year's competition, only a handful of editors were on hand to receive their plaques and certificates at tonight's ceremonies.

At the Sunday meeting *American Milk Review* was voted into membership, bringing ABP's roster to a total of 164 publications.

■ A well-rounded promotion program designed to acquaint advertisers with modern techniques for getting the greatest impact from limited budgets was announced by ABP.

The promotion program, which will be launched in September, will be built around a versatile business paper space program and ABP's new motion picture, "Ad-Ventures." Included in the space program will be a variety of different formats including pages, spreads, fractional pages and inserts.

A common theme will tie the units together.

■ The details of the 1959-60 campaign were outlined by Ed Van Brunt, president, media promotion division, Van Brunt & Co. He explained that the program was designed to achieve six objectives:

- Tie in with the "Ad-Ventures" film.
- Demonstrate advertising impact "by doing."
- Continue the long-range policy of selling the basic idea of business paper advertising.
- Continue the long-range idea of "our kind of quality business paper."
- Provide something designed with which members can tie in their own promotion programs.
- Continue and expand a campaign directed at top management.
- Trade-up business papers as a medium in relation to the so-called glamor media.

"Within three to five years," Mr. Van Brunt told ABP members, "we hope to turn the picture around so that 'pros' who work on business papers can be considered first class citizens."

■ Philip D. Allen, president of Maclean-Hunter Publishing Corp., was elected board chairman of ABP to succeed Leo E. Williams, advertising sales director of *Home Furnishings Daily*.

Other newly elected officers are William D. Littleford, president, Billboard Publishing Co., 1st vp; William B. Freeman, president, Miller Freeman Publications, 2nd vp; Alan S. Cole, president, Breskin Publications, eastern vp; Edward L. Henderson, president, Business News Publishing Co., midwestern vp; C. W. Leihy, publisher, *Electrical West*, western vp; Edgar W. B. Fairchild, vp and treasurer, Fairchild Publications, secretary; and Charles E. Whitney, president, Whitney Publications, treasurer.

William K. Beard continues as president of the association. #

'Globe-Democrat' Struck 99 Days; Resumes June 1

ST. LOUIS, May 28—The 99-day strike against the *Globe-Democrat* was formally settled yesterday with the signing of a new contract between the newspaper and the St. Louis Newspaper Guild. The newspaper will resume publication June 1.

Later the same day, the *Globe-Democrat* signed a 10-year lease with International Shoe Co. for its building at 710 N. 12th St., about one and one-half blocks from the building it sold to the *Post-Dispatch* (AA, March 9). E. G. Hoffsten Jr. told ADVERTISING AGE the *Globe-Democrat* will begin moving its staff to the new quarters within the next 30 days, with occupancy to be completed about Aug. 1.

■ The *Globe-Democrat* will retain no mechanical departments except the engraving department. It is expected that most *Globe-Democrat* employes will be hired by the evening *Post-Dispatch*, which will print the morning *Globe-Democrat* on contract.

The *Globe-Democrat* will continue on a seven-day operation, but will limit its Saturday newspaper to city zone distribution. The Sunday newspaper, continuing all the former supplements, will appear Saturday morning on newsstands and will be home delivered Sunday morning. Advertising rates will not be changed. #

Rotsman, Two Others Leave 'McCall's; Two Promoted

Arnold Rotsman, *McCall's* research director, has resigned, as have two other staffers, George Hughes, manager of the San Francisco ad sales office, and Julian Bers, field supervisor for the magazine. According to Thomas Buck, ad director, *McCall's* will use research facilities provided by Grey Advertising Agency, which shares the *McCall's* account with Donahue & Coe.

In other changes, *McCall's* has named Albert W. Hammond, manager of the promotion department, advertising and promotion business manager and Jack Bolster, of the promotion department, manager of merchandising and classification promotion.

Compton Adds Bunn Capitol

Bunn Capitol Co., Springfield, Ill., has named Compton Advertising, Chicago, to handle advertising for the Bunn-O-Matic coffee brewing equipment division. A campaign in magazines serving the mass feeding industry is planned.

JOINT EFFORT—*The New England Daily Newspaper Assn. and the New England Weekly Press Assn. have joined with the New England Council in ads like this to promote the six-state region in the second half of 1959.*

Chrysler Shuffles Sales Groups Into 3 Divisions

(Continued from Page 1)

divided into three sales divisions: Chrysler-Imperial, Dodge car and truck, and Plymouth-DeSoto. Sales for the French-built Simca, marketed through Chrysler dealers in the U.S., will also come under Mr. Quinn.

■ The Valiant, Chrysler's small car, reportedly will be sold by both Chrysler-Imperial and DeSoto-Plymouth dealers.

Some Chrysler-Imperial dealers reportedly also will sell Plymouths. A new smaller Dodge car, the Dart, will be sold by Dodge dealers.

Byron J. Nichols, vp of automotive sales, who made the announcement, said each sales division will be directly responsible for all field sales activities in its line. Each will handle its own distribution, product planning, advertising, market analysis, sales promotion, field service, scheduling, dealer relations and public relations.

■ The shift also brought the entire operation of Plymouth and DeSoto under one executive, Harry E. Chesebrough, who a year ago was made a corporate vp and general manager of Plymouth.

James B. Wagstaff, who joined Plymouth in 1929 and was its first advertising and sales promotion director, went into DeSoto in 1936 as sales manager and was made its top man and general manager in 1958. He has now been placed at the head of a newly formed corporate sales staff, which will be responsible for corporate sales training and service training, parts sales office, fleet sales office, area directors, government and military sales, corporate representation and service development.

Chrysler-Imperial division continues under Clair E. Briggs and Dodge cars and trucks under M. C. Patterson.

■ William J. Bird, previously assistant general sales manager in the general sales office, has been named assistant general manager of Dodge cars and trucks. John B. Naughton, who has been director of Dodge vehicle sales, was named general sales manager of the division, and Lee F. Desmond, formerly assistant general manager, was named executive assistant to the general manager.

Mr. Quinn has been with Chrysler since 1934. He was made general manager of Chrysler division in 1951 and its president in 1953. #

Aubrey Elevation Sparks Shakeup of CBS-TV Brass

(Continued from Page 1)

ment of the new No. 2 man at CBS-TV, Hubbell Robinson Jr. announced his resignation as exec vp in charge of programming. Forty-eight hours after Mr. Robinson's action, his top program aide, Harry G. Ommerle, vp in charge of network programs, resigned.

■ Mr. Robinson is leaving CBS after 12 years to set up his own production company, Hubbell Robinson Jr. Associates, with headquarters in Hollywood. His first assignment will be the production of a series of 39 one-hour specials to be presented by the Ford Motor Co. Tuesdays at 9:30 p.m., EST, on NBC-TV starting in the fall. Music Corp. of America and J. Walter Thompson Co. sold Ford on the idea of shows featuring headline personalities from tv and the movies some time ago and have since been searching for a top industry name to produce the telecasts.

Mr. Robinson has plans for other packages as well. All of them will be sold through MCA.

■ The veteran CBS executive told ADVERTISING AGE that two major factors were involved in his decision to switch from network management to tv production: The opportunity to be much closer to the creative production functions of tv and the size of the financial inducement. He indicated that the administrative responsibility involved in riding herd over a programming operation as big as that at CBS had made him further and further removed from the creative aspects of tv.

There was speculation that some of Mr. Robinson's programming associates would join him in his new business venture, but he said not. Mr. Ommerle, a nine-year man at CBS, has not decided on his future plans at this writing.

Undoubtedly there is unrest in the program department at Columbia as a result of the departure of the two top men in the department. NBC has already received feelers from some programming people—"below the vp level"—who would like to leave CBS.

■ There was no announcement on replacements for Mr. Robinson or Mr. Ommerle. The Robinson title may be left vacant. At any rate, there is no shortage of programming bosses at the network. Subtracting the two who are resigning, there are still five programming vp's left, three in New York and two in Hollywood. They are: Michael Dann, network programs, New York; Oscar Katz, daytime programs; Robert Weitman, program development; William Dozier, network programs, Hollywood; Guy Della Cioppa, director of network programs. #

Wren Joins Jacobsen as Advertising and PR Manager

Robert L. Wren has been named manager of advertising, sales promotion and public relations of Jacobsen Mfg. Co., Racine, Wis., power mower manufacturer. He succeeds Harold E. Jordan, who has retired.

Robert L. Wren

Mr. Wren resigned earlier this year as director of advertising and public relations of Wilson Sporting Goods Co. (AA, Feb. 2).

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

BOATING TRADE MAGAZINE NEEDS REP N.Y. - NEW ENGLAND. COULD BE YOUR BIGGEST INCOME BOOK

Western Marine Dealer now on its eleventh issue, 17,000 controlled, audited. circ. in 17 Western states, Alaska, Hawaii and Western Canada. Acceptance has been excellent, big future is assured. If you are aggressive, positive and looking for a book on which you can build a solid income, then let us hear what you think you can do. Territory open Aug. 1. Send full details of present territory and publication. **Marine Digest Publg. Co., 79 Columbia, Seattle 4, Washington**

MOLENE

Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Account Executive with farm of industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

CREATIVE YOUNGER MAN WITH HARD SELL RETAIL BACKGROUND. Good New York City spot with nationally known manufacturer retailer for ambitious young man who can write solid newspaper copy. Production knowledge a plus but not a must. Start $6000 Phone DI 9-1200 Ext. 140, New York City.

Exceptional Advertising Salesman

Successful publisher of established, growing industrial publication in major industry seeks top caliber advertising salesman who wants to make a lot of money working, in a happy organization on a magazine which can be sold with pride. Current staff expansion requires an intelligent, energetic, personable man to sell in Michigan and Ohio, based in either Detroit or Cleveland. To a good man, this is a bona fide lifetime opportunity. If you think you're the man we want, tell us about yourself, in complete confidence. (The territory is being covered from outside at present.) Write

Box 2560, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARE YOU REALLY LOOKING AHEAD?

Ever notice how some people seem to have a knack for getting ahead? The answer is: they have a **plan**, based on accurate knowledge of their ability. It **pays** to plan ahead. Otherwise, you may just waste time when you change jobs. For your sake, don't change jobs until you find out how professional tests, consultation and "self-marketing plan" can help you plan ahead—and **get** ahead. Phone or write: **Creative Career Consultants**, 30 N. LaSalle, Suite 1105, Chicago. DE 2-6436. Not an employment agency. Appointment only.

HELP WANTED

ADVERTISING MANAGER

Our client . . . an old established nationally known firm located in fine midwestern city of 90,000 . . . seeks a top notch ad manager. Must have broad advertising background and be a self-starter with administrative ability to manage a department. He will write copy and be responsible for production, buying type and artwork, keep accurate and complete records, and be able to make rough layouts and an occasional paste-up. Will work closely with the ad agency and with company management. Age: 23 to 30. Minimum starting salary $7500 plus employee benefits and wide open opportunity to progress and advance. Please send representative samples (we will return) and resume of experience. Fully confidential. **Write J. D. Morgan, Advertising, 20 N. Wacker Drive, Chicago 6, Illinois**

Advertising Space salesman for oldest weekly trade paper in its field. A real opportunity for man covering Greater Chicago area on part-time basis or for trade paper publishers representative office that could serve another publication. Full cooperation, advise territory covered and rate of commission.

Box 2562, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

SPACE SALES. OHIO AREA

Leading industrial publication has fine opportunity for man with some solid experience. Salary plus commissions. Excellent potential.

Box 2563, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CLEVELAND SPACE REP

Immediate chance for young (30-35) experienced space salesman. Milwaukee based Representative firm wishes open Cleveland office to cover Ohio, Pittsburgh, Detroit area. Excellent salary, commission, expense arrangement. We specialize in regional books, farm and industry field. Write or phone. Interviews week June 8 in Cleveland. **Mr. Richard Morey, R. W. Morey Co., P.O. Box 933 Elm Grove, Wisconsin, SUnset 2-4933**

Unusual oppty. with large national food mfr. for young (28-38) all-around ad man. Should be strong on admin. & creative. Right man can become dept. head in a hurry. Send resume & sal. requirements.

Box 2564, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ADVERTISING ART SALESMAN

with experience for fast growing studio. Draw, comm. plus % of profits. Send resume.

Box 2561, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, ILL.
CEntral 6-5670

CREATIVE MAN

The "old pro" we're looking for needn't be old. Could be as young as 30. More important is his ability to think through a problem; dig for the facts; design a plan; and write outstanding copy that sells client benefits. In other words, basic professionalism and proved creative versatility in all media to give this 25-year-old 4A agency greater depth of service. If you're this rare person, write us in confidence today. **Ritchie Adv. Agency, 648 Bank of Commerce Bldg., Houston, Texas.**

ΔΨΤΦ
ΙΘΞΑ
ΩΟΣΛ
ΓΠΦ

Not one is overlooked
when you call on Hellenist Edwards

For over 22 years this
specialized personnel agency
has made it easy as Pi to find
that particular person
for that particular job
for that particular boss!

If job or personnel seeking
is Greek to you,

Helen Edwards & Staff Agency
3105 Wilshire Boulevard
Los Angeles 5, California
DUnkirk 8-0493

POSITIONS WANTED

Advertising Space Sales, heavy experience, N.Y. and East territories. Excellent record. Familiar with agencies.

Box 2327, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING MANAGER

Experienced ad man seeks pos. as Ad Mgr. with Mfgr. or Indus. firm. Capable of assisting or heading your ad dept. Creative, layout, copy, production, contact experience. Journalism grad, 34, Excellent references.

Box 2565, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOU MAY NOT NEED A PRIMA DONNA TO WRITE COPY THAT WILL "SING"

Versatile troubadour in full voice at 46 will herald your product like a 5-figure virtuoso—lyric tenor or hard sell bass. Held roles of asst ad mgr and sales prom supervisor. Repertoire includes display, P.R., catalogs, house organ and mail order. Classical training; p.o.p. touch. $6500 pays fiddler. Score on request.

Box 2566, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL EDITOR, ADVERTISING

Young advertising, journalism grad. Industrial editing, pr. experience. Some adv., nwsp. exp. Happily, not gainfully, employed large firm. Wants to work and be paid for it.

Box 2567, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO FARM OUT HOUSE ORGAN? Let us edit or entirely produce a house organ for you. Write for details or N.Y. interview. No obligation. **GLG Magazines, 18 Brandtwood Lane, Stamford, Conn.**

ADVERTISING MANAGER

Vast experience in Retail Furniture field with plenty promotional "Know-How"! No ties now. Send full details.

Box 2570, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TECHNICAL COPYWRITER seeks copy chief who isn't satisfied with copy that avoids offending engineers—who insists on a positive search for the best solution to every advertising problem—and who believes that engineers can be best sold in terms of their own concepts, expectations, and needs. My field is electronics and space technology. Details on request.

Box 27 R 402, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MERCHANDISING MANAGER

Seeks to return to agency fold. Presently with large manufacturer and retailer. Previously with large agency. Real marketing and advertising know-how. Young, Ambitious and Aggressive. Will relocate.

Box 27 R 366, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

YOUR PR DEPT. OVERWORKED?

Let me help prepare press releases, features, house organs, annual reports, employee booklets. Call MAyfair 7-5170, Lombard, Illinois, or write

Box 2571, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTHERN ADMAN

Heavy experience large-volume retail chain . . . copy, layout, budgeting, production, liaison, administration. High 4 figures. 30, married, family, degree. Prefer South.

Box 2572, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Circulation man with twelve years background in general, business and farm magazines available about July 1. Full knowledge ABC; postal regulations; direct mail; field sales; fulfillment; some newsstand. Resume on request. $7500-$8000

Box 2573, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Space sales—woman. 8 years experience—outstanding record. Strong on industrial surface knowledge all businesses.

Box 2568, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

48, a man who has been selling all his life is available and would consider moving. Contacts in companies and agencies at all levels, across the country.

Box 2569, ADVERTISING AGE
630 Third St., New York 17, New York

NEED A . . .
TOP CREATIVE AD MANAGER
. . . ACCOUNT EXEC.?
HEAVY ON HOTELS, MOTELS, RESTAURANTS, AUTOMOBILES. WANT LOS ANGELES LOCATION.
Box 559, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

IN THE MARKET?

So am I—for a mktg-merchandising spot with an agcy or mfg. Have spent past 7 yrs. working at all levels of distribution in merchandising, sales promotion & field sales of nationally adv. pkgd goods. Have proven my ability to apply creative talents to practical mktg. situations on the firing line for name brands.

Box 551, Advertising Age
630 Third Ave., New York 17, N. Y.

CAREER
in
PUBLIC RELATIONS

One of the leading companies in the pharmaceutical industry is seeking promising PR talent to grow with it! This position is a fine opportunity for an imaginative, self-starting individual to write and coordinate creative efforts in pharmaceutical PR. Your background should include some familiarity with this or allied fields and reflect proven experience.

If your goal is a responsible, rewarding position, we'd like to hear from you. New York Area.

Write Box 560, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

New industrial trade magazine. Five monthly issues published and already in the black! Opportunity for advertising reps throughout U. S. A.

Box 2574, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

REPRESENTATIVES AVAILABLE

NEW YORK SPACE SALESMAN

Desires represent consumer or trade publication. Best contacts.

Box 2579, ADVERTISING AGE
630 Third Ave., New York 17, New York

SOUTHERN REPRESENTATIVE

With Expanded Atlanta Staff Wants Trade and Consumer Publ. Available for NYC Area, Interview June 8-30.

Box 2576, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

Midwest Publishers Representative Available Chicago Headquarters

Box 2575, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH—MERCHANDISING

Store Audit Supervisor
to $9,000

Unique opportunity to join a major marketing corporation as head of expanding Store Audit Department. Supervisory ability and strong potential for advancement in merchandising field required. Must be college graduate with two years full-time field auditing experience. Mid-town Manhattan location. Send résumé to Box 561, Advertising Age, 630 Third Ave., N. Y. 17, N. Y.

AE, foods. Important client. Experienced mktg. plans & execution through sales. Nice fringes. to 25M
COPY SUPERVISOR-WRITER. Pkg. goods. Fringes add 20%. 18-20M
COPYWRITERS, top-ranking agency. Foods, automotive, cosmetics. Can be young if highly creative. to 16M
MEDIA MGR., big agency. Industrial & consumer. 11M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ARE YOU AN N-M COPYWRITER?
(working somewhere else?)

Love Paris originals, new words, fun people and all the jazz? If this is you, send a glowing résumé of yourself, plus your very best ad samples, love poems, doggerel and the like to **Neiman-Marcus, Dallas 1, Texas.**

NEW ENGLAND OPPORTUNITIES

PRODUCT OR BRAND MGR.
Heavy cons. exp. co. side pref. To 20 M
ACCOUNT EXECUTIVE
Food Exp. Dairy Prods Pref. 10-15 M
TV-RADIO SUPERVISOR
4 A agency 10-12 M
MARKET RESEARCH ANALYST
Heavy cons. exp. MR background 10-12 M
All inquiries received in strict confidence

SOS PERSONNEL BUREAU
127 Tremont Street, Boston 8, Mass.

GRADE A-PLUS COPY-IDEA MAN

Midwest 4-A agency has exceptional opening—for exceptional copy man. If you know you're good (and it will help if you know the automotive aftermarket, too), drop us a line TODAY. Our own writers know we're looking—so write in confidence. Box 557, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING
We handle your employment problem confidentially and effectively.
ACCOUNT EXECUTIVE .....**$12-$15,000**
Architectural and engineering bkgd. Good copy and contact experience.
ASST. TO PRESIDENT **$12,000**
Requires experience in all phases of work in industrial agency.
ART DIRECTOR .....**$12-$14,000**
Mainly industrial experience, some administrative duties.
(2) PUBLIC RELATIONS ....**$6,500-$9,500**
Writer, acct. exec. Shelter magazine experience. Also junior writer.
MARKET RESEARCH MGR. **$9,500**
Solid bkgd., all phases of market research. Engineered products.
EDITOR, TECH. WRITER .....**$8-$10,000**
Top level editing and writing exp. for electronics manufacturer.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

BUSINESS OPPORTUNITIES

FINANCING WANTED because CONTEX WORLD WIDE INTERNATIONAL BUSINESS & INFORMATION CENTER is set up and ready to start for the following services: Publishing and collecting of advertising for "CONTEX" International Directory of Importers, Exporters and Manufacturers. Contex Memberships and International Business Contact and Information Service. More interested in well rated Company than in large investments. X Please contact "CONTEX" P.O. BOX 5063, Chicago 80, Ill. Proof of result can be furnished.

DIRECTORY PUBLISHING OPPORTUNITY

Rare opportunity for man desirous of buying and operating growing Directory Publishing Business in New England with national potential. $25,000 to $50,000 minimum required for part or whole interest. Offices presently located in Portland, Boston, and Hartford; new home office could be located anywhere in New England.

Box 2577, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

COMML. ART & OFFSET PRINTING

24 hour service, excellent quality plus economy. Layout, illustration, package design, photography. Complete mechanical production for sales promotion, catalog, brochures, flyers, house organs.

Mech-Art Studios, Inc.
HArrison 7-0057 - Chicago

SHARE CHICAGO OFFICE SPACE

Publishers' or manufactures' repr. looking for economical Michigan Ave. location will like this deal. Full time secretary, private office. Now available. References exchanged. **333 N. Michigan, DE 2-3507**

INVENTION ENCLOSURE LABEL (no envelope) for all shipping purposes, for sale or royalty. Letters:

Box 2578, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.
Word Kah Box 87-A Glendale 6, Calif.

SELL US YOUR AGENCY

We want to buy a small Chicago Agency with recognition by all media and with good credit rating. Previous loss no deterrent. May consider merger.

Box 556, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

MERGER IN MIAMI?

Well established one man agency is interested in merger with northern agency. Here is your chance to open your Miami office with business coming in. Miami is the nation's 12th market—more and more northern agencies opening offices here. Why not you. Am billing around $100,000 with more new business prospects than I can get around to seeing.

Box 558, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

OUTDOOR ADVERTISING SALESMAN

Experienced in Chicago.

Good starting salary against commission.

Box 562, Advertising Age
630 Third Ave.
New York 17, N. Y.

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
• **Publicity** • **Subject Research**
• **Competitive Publicity & Advertising**

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

ABP Hears Plan to Give Uniform P. O. Information

(Continued from Page 3)
these offices has been made responsible for furnishing mail classification and related information to the smallest post offices in adjacent specified geographical areas.

"Information issued from our headquarters in Washington to an individual mailer, to a post office or to a regional operations office is furnished at the same time to the 55 postal services centers and key regional postal officials," Mr. Riley said.

"Since each ruling from Washington concerning matters which involve the applicability of regulations to unusual sets of facts, policies and new procedures and situations not covered by existing regulations is being widely disseminated and carefully examined by the experts throughout the service, it is expected that the quality and uniformity of the rulings will necessarily be perfected to the highest possible degree," he added.

■ This new communications system means that advertisers will be able to obtain current, reliable, uniform information at any post office. Thus there will no longer be special rulings of which only a limited number of mailers and a limited number of post offices are aware.

No new communications system, however, is available to help solve one of the primary problems facing postal officials today. "The extensive changes which are taking place in mail transportation service have necessitated a complete reorganization of our mail distribution and traffic activities," Mr. Riley told ABP publishers. "Just a few years ago 10,000 trains were carrying mail for the Post Office. Today there are just a few more than 2,000.

"The scope of the problem is emphasized by the fact that one mail-carrying train is being discontinued nearly every day somewhere in the country," Mr. Riley explained.

"This means," he said, "that we have much less frequent schedules on trunk lines and complete loss of train service on many branch lines." Over 950 truck routes have been placed in operation during the past 10 years, he noted, but these create a whole new set of problems.

■ For example, post offices are now wrestling with the problem of how to accommodate 35 tractor trailers at post offices which were built many years ago with negligible dock space for trucks, since at that time most mail was being carried by trains.

"You must schedule your mailings very carefully to obtain the best mail transportation service available," Mr. Riley warned. "This is an area where cooperation between the Post Office and publishers can be particularly beneficial."

Mr. Riley also described an extensive series of tests now being conducted by the Post Office to determine just which areas of the mail service require changes. #

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.
COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

IDEAS —*American Dairy Assn. will feature recipes in its newspaper page ads in 100 markets June 4 or 5. Where available, color will be used for the June Dairy Month ad. Campbell-Mithun, Minneapolis, is the agency.*

Supermarts Urged to Use More Salesmanship

(Continued from Page 2)
Gate shopping center outside Newburgh, built around the supermarket he was also building. The market is planned to sell such things as shoes and will be equipped with a full-scale drug and prescription section, staffed by a registered pharmacist.

■ But intramural competition in the food business is tightening, and the supermarket men devoted many serious hours to learning how to combat the rising cost of doing business, as well as each other, as they crowd into already saturated areas and scramble for the housewife's dollar. Time and again they were told that they must personalize and distinguish their operations from the conformity which now symbolizes the supermarket business.

Mr. Arnold advocated "showmanship in selling" and reviewed several case histories of imaginative and successful merchandising ideas.

He listed four rules for supermarket men to use in ridding themselves of sameness:

- Tie in at the local level with national events.
- Tie in with natural events, such as holidays.
- Create events, like putting away snowballs in the winter for use in July.
- Get the best creative people and turn them loose.

"Creative ideas do not spring from groups; they spring from individuals," Mr. Arnold said.

■ "The supermarket industry, from its very start, has been regarded as the leader in progressive retailing," Julian Handler, editor of *Supermarket News*, told the convention. "This reputation has been earned in part by the never-ending development of new ideas that the industry generates.

"A second major factor has been the willingness of supermarket operators to share with one another what they learn through experience." Mr. Handler thereupon summarized many of the plans, programs and experiments that supermarket operators have found successful in recent months.

In the advertising category, he reported on a suburban Buffalo super which found itself lost in the heavy Thursday food ads of a big daily. It decided to run ads one day before the large chains and had "astounding" results.

Another market publishes the spontaneous letters of approval it receives from customers. A third offers $5 worth of free trading stamps to newlyweds. Still others promote free check-cashing services, give scholarships, charitable contributions and support local sports activities.

"In short," Mr. Handler said, "the answer to new competition is in three words: Promote, promote, promote."

■ Richard Waxenberg, president of Eagle-United, an Illinois supermarket chain, was elected president of SMI, succeeding Henry J. Eavey. Nathan W. Lurie, vice-chairman of the board, AFC-Wrigley Stores, was originally slated to become president but had to decline on his doctor's advice.

Mr. Lurie was this year's recipient of the William H. Albers trade relations award, SMI's highest recognition, given annually to the man who has made the greatest contribution to the food industry. He was also named the institute's first honorary past president.

■ Advertising campaigns that build community images and sell merchandise at the same time were reported on by Arthur H. (Red) Motley, publisher of *Parade*.

McCall's presented trophies "for outstanding supermarket newspaper advertising during 1958" to 15 of the nation's top operators, winners of the competition sponsored by the magazine.

■ Many of the exhibitors at the convention took advantage of the occasion to announce new products or expanded advertising programs. Among them:

- The Birds Eye division of General Foods will launch its new Chill-Ripe punch, a frozen concentrate, nationally next week. A promotional program is planned, through Young & Rubicam.
- Durkee's instant minced onions, which went into introductory markets last year, has launched a national campaign in *Better Homes & Gardens* and *Life*. A 3½ oz. can, which sells for 39¢, is said to equal 14 medium-size onions.
- Louis Milani Foods plans an all-out bid for low calorie business with a line of eight salad dressings and sauces, including varieties "never before available in the low calorie field."
- California Packing Corp. introduced a new line of Del Monte seasoned vegetables and gave further information on its summer promotions, including a repeat of last year's Del Monte Summer Showboat.
- Gerber Baby Foods reported a new product, Gerber cookies, a high-protein item, just going into national distribution. The company recently marketed a cottage cheese with pineapple, especially for babies.
- A. E. Staley Mfg. Co. announced the heaviest promotion in its history for Sta-Flo liquid starch and Sta-Puf laundry rinse, including radio, tv and color pages in more than 20 consumer and trade magazines.
- Anheuser-Busch said it would repeat last year's "Pick a pair of 6-paks" promotion for Budweiser beer in June and July with an extensive point of sale program and color pages in magazines and supplements, plus outdoor advertising and a heavy schedule of radio and tv spots.
- The frozen cooked foods division of Stouffer Corp. displayed a new line of packages for the first time.
- Campbell Soup Co. said it was finishing the introductory advertising for Franco-American Italian-style spaghetti and Franco-American spaghetti with ground beef in June 7 newspaper supplements, and thereafter would move into tv commercials on "Lassie," with other promotional and advertising support to be announced shortly. #

British Auto Imports Up

The British Automobile Manufacturers Assn. has reported that sales of British imports in the economy, sports and luxury class during the first quarter were 40,987 cars, up from 9,111 units sold in the comparable period last year.

You get
KING-SIZE ACTION
from a low-cost classified ad in Ad Age

The secret, of course, is that your ad can cost as little as $5 per week — yet it's read by over 158,000 top marketing men. If they like what you offer — you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Z_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

MAB Lists Top 25 Magazines' Split-Run Plans

(Continued from Page 1)

60 advertisers are ready to go into early issues.

One of the first advertisers is A-1 Mfg. Co., Los Angeles slacks maker, which has scheduled a half-page ad in the Sept. 15 issue. While Mr. Maurer would not announce other advertisers signed, he said those already in the Magazone plan are in food, soft drink, liquor, drugs and retail store categories.

■ Because of the interest in regional editions, and in split runs (from which some of the regional advertising derives) ADVERTISING AGE here recapitulates the Magazine Advertising Bureau's information on current regional and split run facilities being offered by the top 25 magazines to advertisers, in alphabetical order:

American Home: Offers geographical split run—North East, South, North Central, West. Offers "tailor-made" geographical split runs—along contiguous state lines. Offers alternate copy split runs.

Better Homes & Gardens: Western edition—California, Oregon, Washington, Idaho, Nevada, Utah, Arizona, Montana, Colorado, New Mexico, Wyoming, Alaska and Hawaii. Also offers geographical split runs and alternate copy split runs.

Business Week: Can accommodate split run advertising in certain combinations.

Esquire: Eastern, western, midwestern editions. Regional split runs and special distribution techniques permit maximum geographical concentration of products and services with limited distribution as well as opportunity for copy and product testing. Can accept limited number of full-page split-run insertions per issue.

Everywoman's Family Circle: Sectional editions—New England, New York, Middle Atlantic, Southern, Central, Western, Canada (effective September, 1959). National split run rotogravure is limited to two pieces of copy per test.

Farm Journal: Regional editions: Central, Southern, Eastern, Western. Split run—advertisers wishing to test two ads of identical size and color, each distributed to half the circulation through alternate copies of the magazine, may do so by supplying the necessary plates. As many as eight test ads can be compared in a single issue by use of both split-run and regional plate changes.

Fortune: Has handled split run campaigns—requires state boundary limits. (No regional advertising.)

Good Housekeeping: Three geographical splits are available:

(a) Part 1—11 western states; Part 2—remainder of the edition.

(b) Part 1—18 eastern states and the District of Columbia; Part 2—remainder of the edition.

(c) Part 1—12 southern states; Part 2—remainder of the edition.

Only two geographical splits are available in any issue. If an advertiser has ordered split (a) and another advertiser has ordered split (b) it cannot offer split (c) in that particular issue. Or, if it is running splits (b) and (c), then publisher could not run split (a) in the same issue. However, publisher can give any number of advertisers the same split run. That is, if publisher had accepted from one advertiser an order for the western split, then that same split would be available to other advertisers.

Mechanical splits: (a)newsstand vs. subscriptions.

Publisher will accept a mechanical split whereby publisher runs one ad for the newsstand print order and a second ad for the subscription print order; (b) alternate copies.

Two ads, each appearing in every other copy of the magazine.

Either or both of these mechanical splits can be offered for any issue regardless of whether or not publisher runs any other split.

Holiday: Split runs (1) East-West split runs; West run—Arizona, California, Colorado, Idaho, Montana, Wyoming, Nevada, New Mexico, Oregon, Utah, Washington, Alaska, Western Canada, Hawaiian Islands, Armed Forces cleared through West Coast. East run—balance of circulation—will carry second ad. Available in February, April, June, August, October, December issues.

(2) Southern states split run. Southern states—Alabama, Florida, Arkansas, Georgia, Kentucky, Texas, Louisiana, Mississippi, North Carolina, South Carolina, Oklahoma, Tennessee, Virginia, West Virginia. Balance of circulation will carry second ad. Issues of January, March, May, July, September, November available.

(3) Alternate copy split run. Alternating copies of same issue throughout total circulation. Available—every issue when book size and layout are favorable.

House Beautiful: No regional editions.

Ladies' Home Journal: Split runs—by copies of the magazine. (1) alternate copy (two ads involved)—alternating copies of same issue throughout total circulation. (2) third copy (two ads involved)—one advertisement every third copy, second ad in other two copies, throughout total circulation. (3) third copy (three ads involved)—three different ads, each one in every third copy throughout total circulation.

By geographical distribution—(1) two-way split (two pieces of copy) (2) three-way split (three pieces of copy) (3) four-way split (four pieces of copy) (geographical split runs involve the use of two, three or four different ads from the same advertiser to be inserted on the same folio).

Life: Accepts split runs whose changed copy is limited to Pacific Coast printing plant assembly of magazines. Splits available in two four-color pages, two-color and b&w page and half-page units. Splits in any one issue are limited. Covers California, Oregon, Washington, Nevada, Utah, Arizona and New Mexico. Other copy splits considered to determine ability to handle them and possible extra cost.

Life has announced (AA, May 18) that starting with its Aug. 24 issue it will launch a special monthly four-page ad section covering 11 western states. It will be available on a page basis beginning in August and available on a regular basis in 1960. B&w page rate in the section is $5,520.

Look: Magazone plan—offering seven geographic zones, available individually or in any combination. Plan available on every-other-issue basis effective with issue dated Sept. 15, 1959. On the issues not using Magazone plan, full run circulation can be split along any state boundaries advertiser desires.

McCall's: Split run—two separate sets of plates may, under certain conditions, be furnished for an issue for purpose of dividing the print order and complete press run. (a) Numerical: Press run will be divided equally between each set of plates. No restrictions on size of ad or color use. (b) Geographical: Available in several combinations of states. (c) Newsstand-subscription: This split is available, dependent on number of other special offers in issue desired by advertiser.

The New Yorker: City edition—roughly a 70-mile radius of New York City. Out-of-city edition—offers interchangeability of plates between city and out-of-town editions. (Double columns and full pages sold in all except city edition.)

Newsweek: Western edition—split runs—one advertiser has a geographical split; that is, runs one ad in one part of the circulation and runs second ad in balance of circulation. "Marriage" splits—more than one advertiser buying the total circulation.

Parents': Metropolitan New York edition. Western edition. Geographical split run available along state lines.

Progressive Farmer: Five sectional editions—Carolinas-Virginia-Maryland-Delaware; Texas-Oklahoma; Georgia-Alabama-Florida; Mississippi-Arkansas-Louisiana; Kentucky-Tennessee-West Virginia.

Split run—numerical split available to ads appearing in all five editions. Advertiser supplies two plates of identical size, each ad appears in alternate copies. Minimum space unit—one-quarter page. Geographical splits also available to R.O.P. advertising through five sectional editions. An advertiser can have true split run and geographical split run at same time. An advertiser in one issue can advertise product A in Southwide edition, product B in Southwest, and product C in Southeast edition. *Progressive Farmer* has printed five editions since 1928.

Reader's Digest: Western edition. Split runs—by paying premium, an advertiser can run one ad in 11 western states and another ad in rest of circulation. An advertiser can use one ad in national edition and another ad in educational edition (distributed to secondary schools primarily). Geographical split runs are available, two or three-way splits—for one or more advertisers. A 50-50 split—every other issue off the press.

The Saturday Evening Post: (See story in adjoining column).

Seventeen: Offers alternate copy split. Will accommodate geographical splits.

Sports Illustrated: Regional editions—Midwest, Southern, West Coast, Eastern. Also handles split run advertising.

Tv Guide: 51 regional editions; will have 53 in August (adding Arizona-New Mexico and Arkansas editions). Offers geographical split run—any two ways. Offers four-way copy split. Thirteen local editions (of 51) will accept color advertising.

Time: Split run—a limited number of split runs available to full-page advertisers. A single advertiser will split his run; or two advertisers may cooperatively purchase a single page on national basis.

U.S. News & World Report: Does not have sectional or regional editions as such, but continues to take copy split runs and geographic split runs with certain limitations. #

Young Returns to Ayer

Philip A. Young has returned to the Detroit office of N. W. Ayer & Son, as a radio-tv service representative on the Plymouth automobile account. Mr. Young left Ayer in 1950, after 13 years' affiliation, and since that time has been a copy director, specializing in radio-tv, with Calkins & Holden, McCann-Erickson and Campbell-Ewald.

RECORD DEAL—*Mercury Records, Chicago, will run this page ad containing $9.27 worth of record coupons in Chicago Tribune, Life, Wall St. Journal and newspapers in 19 markets. John W. Shaw Advertising is the agency.*

Advertiser Gets Flexibility in New 'Post' Plan

(Continued from Page 1)

ing one or more geographical portions of the circulation, but not the total.

3. **Multi-ad**—One advertiser using two or three advertisements throughout the total circulation (Plan A, two ads, one in two-thirds, one in one-third of copies; Plan B, three ads, one in every third copy; Plan C, two ads in alternating copies).

4. **Standard split runs**—One advertiser using two, three or four advertisements in total circulation, with each ad appearing only in standardized geographic areas.

5. **Custom-made split runs**—One advertiser using two, three or four advertisements in total circulation, with each ad appearing only in geographic areas made up to fit advertiser's distribution.

6. **Subscription-newsstand**—One advertiser using two advertisements, one appearing in all subscription copies, one in newsstand copies. [Johnson & Johnson's Band-Aid ad, and the Cluett, Peabody shirt swatches in the May 23 *Post* are samples of newsstand advertisements whose character would prevent their being mailed.]

7. **Canadian split runs**—One advertiser using two advertisements, one of which appears in all copies going into Canada, the other ad in U. S. copies.

■ *Post* editorial content will be constant in all versions of the splits and regional variations.

Advertisers and agencies will get a rate card outlining the variations next week.

■ The decision to offer one-third and two-thirds versions of the *Post* national circulation was based on two premises: (1) The *Post* had lost a number of advertisers who found 6,000,000 circulation and consequent rates too rich for them; (2) it hoped to build smaller advertisers into larger ones by bringing them up through the steps of *Post* circulation.

Observers also noted that cost-per-thousand comparisons were being made with the "executive" group of magazines—*Business Week, Newsweek, Time, U.S. News & World Report*—indicating that perhaps the *Post* intends to make direct selling capital out of one-third of its circulation against these magazines.

■ The most radical change—since Curtis has had about four years' experience with split runs, starting in November, 1955, with Esso—has to do with the Select-A-Market regional plan. Advertisers may use one or more geographical portions of the circulation. Each area must be made up along state lines, with the group of states involved being contiguous. Two, three or four groups of states—not contiguous—are counted as a two, three or four-area split, with an appropriate premium applying.

Pages, vertical half pages and junior pages are available in this unit; the *Post* will tell any prospective advertiser within 48 hours whether a given geographic split is possible.

The premium for this variation works out like this: $900 per page or half-page, or $1,350 per spread for a one-area split; $1,800 or $2,700 for a two-area split; $2,700 or $4,050 for a three-area split; $3,600 per page or half-page and $5,400 per spread for a four-area split.

■ Advertisers must use identical space units, but may vary combinations of color and bleed. Space costs will be determined by the percentage of U.S. circulation in the geographic areas involved, depending on the *Post's* latest six-month statement.

Advertisers will be told to allow for 1% leeway on distribution. While the *Post* makes every effort to insure its accuracy, because of mechanical considerations the *Post* will need full latitude in positioning the units.

■ Select-A-Market employs a new concept in scheduling. The *Post* will have cycles of about 13 weeks' duration. For example, the first cycle of 1959 would begin Jan. 10, the second Jan. 17, the third Jan. 24, the fourth Jan. 31. Thus the first cycle would be Jan. 10, Feb. 7, March 7, April 4, May 2, etc.

The regional Select-A-Market would be available in first and third cycles, the newsstand-circulation and Canadian-U.S. split available in fourth cycle issues, and so on.

While the *Post* made the announcement in June for its October issues, there were some indications that if any advertiser wanted the Select-A-Market plan badly enough, he might move into it somewhat earlier. #

Magazines' Numbers Game Is Helping TV, Says 'Coronet's' Stein

NEW YORK, May 28—Big magazines—which have been racing each other to achieve top circulation—are playing into the hands of television, according to Arthur Stein, publisher of *Coronet*, who today advocated "less circulation, but better circulation."

Mr. Stein told a Direct Mail Advertising Assn. luncheon today that the magazine race for numbers meant the industry was "throwing away magazines' biggest asset: Selectivity of audience, quality of readership and all the other pluses that make magazines the great and vital force they are and the major advertising influence they are."

The *Coronet* publisher was also critical of publishers who condition the public to expect cut-rate offers and who "give circulation away at the ridiculously low figures that now prevail in our industry." He said that as long as some magazines did this, "we are all going to have to do it, and I am as guilty as the next—and it's mighty rough on the balance sheet."

Mr. Stein asserted that "The big

mass books, the leaders in our field, have all pushed circulations up to artificial—and uneconomic—high levels and, if we don't watch out, it will break us."

■ He said no magazine could hope to reach the total audience offered by tv, but it could out-distance that medium in other areas.

"Magazine readership in general is somewhat above the level of intelligence, income and education of the population as a whole. To want to read a magazine, a person has got to spend cash—in my opinion, not enough cash. He has got to have a measure of word facility to be able to read without too much effort and he has got to be interested in what the magazine is carrying, and most magazines carry far more serious and important material than the average tv fare.

"These qualities that make magazines great and important," he continued, "are not qualities that depend upon sheer numbers."

Playing the numbers game, said Mr. Stein, involves "throwing overboard some of our most valuable sales tools—the qualitative as well as quantitative measurements of a magazine's audience that are available through the ABC statement."

■ Mr. Stein said that in calling for a return to the ABC statement, he was "indirectly asking for smaller circulations, because the ABC, by spotlighting circulation by sources, exposes some things that many of us would just as soon keep from the advertising buyer."

He said publishers should "take a more realistic view of circulation totals. Let's get them down to a more reasonable level and let's get a better price for our circulation and take some of the load off the advertiser's back. Certainly the race for numbers so many of us are in hasn't proved successful or profitable. Maybe it's time for a change and a reassessment of our tactics."

Mr. Stein said *Coronet*, which has a circulation above 3,000,000, could not start the trend to lower circulations. "It has got to start with the giants of our industry."

Beltone Officials Deny Responsibility for Ads Hit by FTC

WASHINGTON, May 28—Officers of Beltone Hearing Aid Co., Chicago, denied today that they were responsible for advertising claims which the Federal Trade Commission has challenged in a complaint against ads for Beltone's Hear-N-See, Slimette and Invisible models.

In a reply filed with the commission this week, Samuel F. Posen and Fanny Posen, officers of the company, and D. H. Barnow, an employe, said that they neither formulated, directed or controlled the advertising practices of the company.

Their statement alleged "that at all times relevant hereto, corporation respondent relied upon its advertising agency" and also that it "followed the advice of counsel regarding the compliance of said advertising with the provisions of the Federal Trade Commission Act" (Beltone's agency is Olian & Bronner).

■ The explanation was filed in conjunction with Beltone's answer to a complaint lodged by FTC on Jan. 14. The commission contends Beltone hearing aids, utilizing eyeglass frames, are completely invisible.

[Attorneys for Beltone pointed out to ADVERTISING AGE that no reference to the function of the advertising agency or counsel was made in Beltone's reply to FTC, and that such a reference in the reply of the individual officers was significant only in establishing that they did not personally participate in the creation of the advertising in question.]

In its answer the firm denied making some claims challenged in the FTC complaint, and defended others. It conceded that not all the Hear-N-See and Slimette models are hidden in the eyeglasses, but it contended the ads claimed that only the operating parts are hidden. #

SWIFT FROZEN FOODS—*Swift & Co. is running large space ads like this one in newspapers in selected markets to promote its new line of frozen dinners.*

Swift Introduces Frozen Dinner Line in Nine Markets

CHICAGO, May 27—Swift & Co. has entered the frozen foods field by marketing a line of four frozen dinners in nine major markets.

The new line is known as Candlelight Entree frozen dinners, and the four products are salisbury steak with potatoes and peas, chicken and biscuit dumplings with gravy, fried chicken with french fried potatoes, and turkey and dressing with gravy and buttered green beans.

Newspapers and radio spots are being used in Boston, Cleveland, Houston, Denver, Los Angeles, Tampa, San Francisco, Reno and Philadelphia to promote the line McCann-Erickson is the agency.

■ In Boston, Swift and Aluminum Co. of America jointly ran an aluminum foil spread in the May 25 editions of the *Boston Traveler*, and in the May 26 editions of the *Boston Herald*. Alcoa said it was the first newspaper spread ever to appear on aluminum. Alcoa makes the foil plates in which the new products are packaged.

Swift began testing Candlelight Entrees a year ago in Denver and Cleveland. The company's plans to expand distribution were curtailed temporarily two months ago when Swift's only frozen foods plant in Van Buren, Ark., burned down. #

New York IAA Elects Kron

Arthur A. Kron, president of Gotham-Vladimir Advertising, was elected chairman of the New York chapter of the International Advertising Assn. at the group's first formal meeting (AA, May 25). Other officers approved by a nominating committee also were elected. Mr. Kron is a past president of IAA.

Beck Joins Rodale Press

Charles F. Beck has been appointed advertising promotion manager of Rodale Press, Emmaus, Pa., publisher of *Organic Gardening & Farming* and *Prevention*. Mr. Beck was formerly an account executive at Edwin Bird Wilson Advertising Agency, New York.

Last Minute News Flashes

Gaynor & Ducas Adds Pacific Airmotive Units

BURBANK, CAL., May 29—Pacific Airmotive Corp. has appointed Gaynor & Ducas, New York, to handle advertising for all corporate subsidiaries. The agency currently handles advertising for the parent company. The new additions include PacAero Engineering Corp., Santa Monica; Pacair Inc. and Pioneer Aircraft Leasing Corp., Burbank; Flight Support Inc., Metuchen, N. J., and Mid-Continent Airmotive Corp., Kansas City, Kan., Denver and Chicago.

'Digest' Tests 25c and 29c Newsstand Prices

NEW YORK, May 29—*Reader's Digest* is testing the effect of lower newsstand prices on sales in 54 cities. In 27 cities the June issue of the magazine (which has a regular single copy price of 35¢) is being sold at 29¢, and in 27 other cities the test price is 25¢. The *Digest* said (1) there are no plans for reducing the regular single copy price; (2) it will be six weeks before an evaluation has been made of the current test and (3) other tests probably will be made before any decision is made on whether to change the established price.

Gordon Moves to Richards Agency as Media Head

NEW YORK, May 29—Daniel Gordon, formerly media director of Donahue & Coe, has joined Fletcher Richards, Calkins & Holden as media director. He succeeds Samuel Gill, vp in charge of media. Mr. Gill, who joined the agency a year ago, having formerly been with Brown & Butcher, told ADVERTISING AGE he was relieved of his job May 19, but declined to go into details.

MacDonnell Moves to B&B from Warwick & Legler

NEW YORK, May 29—Russell A. MacDonnell has joined Benton & Bowles as a vp and management supervisor. He was previously a vp with Warwick & Legler and earlier was vp in charge of sales and advertising, Grove Laboratories.

D'Orsay Switches to Trahey from Mack Agency

NEW YORK, May 29—D'Orsay Sales Co., manufacturer of perfumes and toiletries, has appointed Jane Trahey Associates as its agency, handling Intoxication, Fantastique, Le Dandy and Divine fragrances and a new product. The previous agency is Norman Mack & Co.

Homestead Account Moves to Kal, Ehrlich & Merrick

HOT SPRINGS, VA., May 29—Virginia Hot Springs Co. has moved the hotel advertising account of The Homestead from Edward Howard & Co., Cleveland, to Kal, Ehrlich & Merrick, Washington. The new agency's first advertising will break in the June 20 issue of *The New Yorker*, and subsequent advertising will use other magazines and a newspaper schedule.

Impala Names Hartman; Other Late News

• **Impala Corp.**, Smithfield, Va., a new organization formed to provide nationally branded merchandise to industrial users for achievement award programs and customer relations programs, has named L. H. Hartman Co., New York, to handle advertising, merchandising and promotion. Plans call for use of magazines and newspapers. Officers of Impala are Joe DiMaggio, former Yankee baseball star, president; Leo de Orsey, Washington attorney, exec vp; Val Monette, V. H. Monette Co., New York, manufacturers' representative, treasurer, and M. L. Shipp, secretary.

• **A. F. Guckenberger**, formerly advertising vp of Ward Baking Co., has joined McCann-Erickson as a vp and account director.

• **Christopher Cross**, vp and director of the pr and promotion department at Grey Advertising Agency, will join Pan-American Public Relations Ltd. as president June 1. Assuming his duties at Grey will be Bill Treadwell, head of publicity at Leo Burnett Co. for the past seven years (AA, May 4).

• **Charles K. Ramond** has been appointed technical director of the Advertising Research Foundation, New York. He formerly was manager of advertising research at E. I. du Pont de Nemours & Co. He succeeds Darrell B. Lucas, who will remain at ARF for a short while as consultant.

• **Scripto Inc.** has appointed Dolan, Ducker, Whitcombe & Stewart, London, to handle advertising for its ballpoint pens in the United Kingdom, replacing J. Walter Thompson Co., London.

• **Monte J. Sanders**, formerly vp for client services at Klau-Van Pietersom-Dunlap, Milwaukee, has joined Waldie & Briggs, Chicago, as account supervisor.

• **A new half hour program of uninterrupted tv commercials** will begin June 11 on KTTV, Los Angeles, for 13 weeks. A format has not yet been determined for the series, which will run on Saturday nights from 6:30 to 7. Richard Moore, president of KTTV, told West Coast members of Assn. of National Advertisers last month (AA, April 20) that his station would be willing to run a half hour of commercials to prove the public doesn't object to advertising.

• **G. W. Carrington**, assistant vp and director of marketing of Morton Salt Co., Chicago, has been elected vp in charge of marketing—a new position. He will continue in charge of Morton's advertising. Neil E. Neunherz was promoted to general sales manager, and Frank J. Crane has retired as vp for sales, Morton also announced.

• **KTVR**, Denver, filed an anti-trust suit against Loew's Inc. May 26 in U. S. district court in New York. The station asks for a rescission of the contract negotiated with Loew's in 1956 for the backlog of 725 pre-1948 MGM movies on the grounds that an alleged block-booking provision made the contract illegal. That agreement gave Loew's a 25% interest in KTVR. The station also asked triple damages of $375,000.

• **The case of "Lady Chatterley's Lover,"** which was to have been the subject of a ruling by the Post Office's judicial officer, Charles D. Ablard, has been passed along by Mr. Ablard for a ruling by his boss, Postmaster General Arthur Summerfield. Ads for the new unexpurgated version of the novel were held up when postal officials seized copies, on the ground that "obscenity" made them unmailable (AA, May 11).

• **John R. Burke**, formerly with Marsteller, Rickard, Gebhardt & Reed in Pittsburgh, has joined Ketchum, MacLeod & Grove, Pittsburgh, as an account executive.

FTC Set to Hit Guarantees by Battery Makers

Virtually Entire Field Sets Hard-to-Understand Limitations, FTC Finds

WASHINGTON, May 29—Federal Trade Commission personnel have fanned out on a broad front to force a clarification in the guarantees offered by makers and distributors of automobile replacement batteries.

In an announcement this weekend the commission said preliminary investigations show that actual guarantees for automobile replacement batteries "almost invariably" set forth limitations which are not easily understood by purchasers. The commission indicated its dragnet involves almost the entire industry, including manufacturers, oil companies, mail order houses and other leading merchandisers.

While the initial announcement did not outline the technique that has been adopted, FTC sources confirm that the battery drive involves personnel from several of the commission's divisions.

■ "Intelligence" work is contributed by FTC's advertising monitoring unit, under Charles Sweeney. Offenders are contacted by the division of stipulation under Charles Snow, and those who hesitate to negotiate are promptly confronted by representatives of the bureau of litigation. In the background are observers from the bureau of consultation, while the entire operation is coordinated through the office of FTC's executive director, Harry Babcock.

While FTC has yet to report results of the drive, staff sources say that does not mean there have not been any. Reportedly, the commission is "stockpiling" a backlog of stipulations, in the hopes that it can issue an announcement soon signifying that most of the industry's leaders are getting into line.

■ This is the second major FTC cleanup of advertising in the automotive replacement parts industry. Earlier the commission's bureau of consultation moved to get reality into auto tire advertising through the enforcement of a tire advertising code which has produced wide-scale beneficial results.

Some industry sources say that roughly a half billion annually is spent by motorists for replacement batteries, averaging about $20 each. The commission's indication is directed chiefly against the habit of "pro-rating" the guarantee, so that the motorist gets relatively little rebate if a failure results as he approaches the end of the guarantee period.

■ Commission sources say the "voluntary" approach used for auto tires was neither practical nor warranted in the case of batteries. "These guarantees mislead people and are clear-cut law violations," FTC said. "There is no gray area here, as there was in the case of some of the tire advertising. There is no need for definitions or explanations. Nor are we dealing with a variety of situations which require clarification and discussion."

FTC said originally it received complaints from the public, but that industry members soon began arguing, "Everybody's doing it." When the monitoring unit demonstrated that the offense was truly widespread, FTC said, plans were made to proceed on an industry-wide basis. #

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

MacManus Jones John Adams

FOUNDERS HONORED—*To mark the 25th anniversary of MacManus, John & Adams, Bloomfield Hills, Mich., Ernest Jones, president of the agency, commissioned famed illustrator Bradshaw Crandell to do portraits of the three founders of the agency—T. F. MacManus, W. A. P. John and James R. Adams. Sitting with Mr. Jones in front of the portraits are Mr. John, the only living member of the founding trio (but no longer active in the agency), and John MacManus and Charles F. Adams, sons of the other founders and both MJ&A executives.*

Can Handle Another $20,000,000 in Billings, MacManus' Jones Declares

(*Continued from Page* 2)

said Mr. Jones, a little ruefully.

■ But the agency, which has soared from an $8,000,000 figure since 1946, was "starving to death" with one account, American Lady corset, in 1934. W. A. P. John and James R. Adams had left Campbell-Ewald to form John-Adams Inc. in Detroit. Then they lured the late, great Theodore F. MacManus ("The penalty of leadership") into the combine, and the

T. F. MacManus

James R. Adams

present agency was born.

Four months and 11 days later, MacManus, John & Adams snagged two accounts in a matter of hours: An $18,000 account of a division of Dow Chemical Co. and Pontiac cars, billing maybe $250,000.

Then W.A.P. John and Jim Adams went after Cadillac, but T. F., who had written the great Caddie ad 20 years earlier, declined to go help make the pitch. Mr. MacManus' view, apparently, was that if Cadillac needed an agency, it could darn well come in and see him.

■ Undaunted, Messrs. John and Adams put the presentation together and finally persuaded T. F. to go along. But he sat there, Mr. Jones recounts, "like a stolid Russian."

Finally, with Messrs. John and Adams at the end of their presentation, the Cadillac ad boss turned to the quiet T. F. and said, "Mr. MacManus, would you care to say a few words?" Mr. MacManus looked him straight in the eye and replied, "On what subject?"

Nevertheless, the trio got the Cadillac business, and at the end of 1935 their gross billing amounted to $3,888,000.

Mr. Jones, whose 20-year love affair with advertising and MacManus, John & Adams, is a storehouse of early day anecdotes, recalls that T. F. was so set in his habits that his chauffeur only polished half his Cadillac—the side T. F. unfailingly entered by.

Another T. F. yarn pictured that ad titan as seldom wandering out of his walnut-lined office. But one day when he did, he got lost on the next floor and wandered into "Wap" John's office. There he surveyed the walls, all four of which were covered with sales promotion material for Pontiac. He approached "Wap's" desk and inquired, "Mr. John, just what is all this?"

"Mr. MacManus, this is promotion," was the reply.

"Just what are you promoting?" asked Mr. MacManus. "Confusion?"

■ He recalls the personality contrast between "Wap" John and Jim Adams—one hustling, bustling, rack-'em-up, the other phlegmatic and cautious. "WAP and Jim drove home one night, with Jim at the wheel," says Mr. Jones. "They were talking so much business that Adams went through a red light. Snagged by a cop, Adams admitted the charge, apologized profusely. The cop finally relented and let him off without a ticket. As they drove away, WAP turned to Adams and said, 'Jim, you didn't do that right'."

■ WAP's way and the Adams way may have been different, but they seem to have been melded in Mr. Jones' approach to the agency business. There's not much argument with a growth from $8,000,000 to "a rate of $40,000,000" between 1946 and 1959.

MacManus, John & Adams has 67 clients on the roster now, running from Good Humor (which it picked up with the absorption of the David Mahoney agency in 1956) to Cadillac.

Asked about his position on mergers, Mr. Jones admitted that he had talked with Fletcher D. Richards prior to the Richards amalgamation with Calkins and Holden. But he said that no other merger talks were either under way or contemplated at the present time.

"The temptation to double or triple your size is always interesting," says Mr. Jones, "if only out of vanity. We need expansion, but so does every business—economics dictates that. We're not huge—and not small. Look at the true titans—J. Walter Thompson, McCann-Erickson. But when you get through with them, it drops off fast. The point is, there's a lot of room to get big.

"The right deal, some time, some place," muses Mr. Jones, "would move us to bring it into our fold. If you've never been married before, it's not impossible to meet the right girl. . ."

But merger, adoption (as in the case of the Mahoney shop) or just being on the happy end of a product conflict, Jones is maneuvering so he can be "in line to be struck by lightning." #

France-Ecrans in Pact with Alexander

(*Continued from Page* 2)

H. Chaplais founded the company in 1931.

Alexander has its headquarters in Colorado Springs and also has an office in New York.

France-Ecrans produces all types of films for national advertisers in France and maintains an "international" library of films which can be used in other countries with only a change in the sound track.

M. Chaplais said he hopes to be supplying U.S. advertisers with films via the Alexander link-up. He pointed out that French production costs are considerably below those in America. #

Sommerville to Tatham-Laird

Joan Sommerville, formerly account executive for Dristan at Bryan Houston Inc., has joined Tatham-Laird, New York, in the same capacity. Several others are expected to make the same move from the Houston agency. Miss Sommerville is the wife of Harold Frazee, Dristan account supervisor at Houston, who moved with the Whitehall Laboratories product to Tatham-Laird.

Wilkin Elected President

Eugene Wilkin, sales manager of WPRO-TV in Providence, has been elected president of the Providence Advertising Club.

United Artists to Push 'Horse Soldiers' on Fight Broadcast

(*Continued from Page* 3)

selected.

Commercials on the broadcast of the June 25 event from Yankee Stadium will plug "The Horse Soldiers," produced by Mirisch and distributed by United Artists. John Wayne and William Holden, who appear in the film, will be at ringside to promote the picture between rounds. The sponsors think the boxing fans will be a receptive audience for commercials about this action-packed film. The radio business was placed through the Monroe Greenthal Co.

■ TelePrompTer, which paid $300,000 for the theater tv, motion picture and radio rights, will beam the closed circuit telecast of the fight to more than 200 motion picture theaters and sports arenas in the U. S. and Canada. Home tv was never in the bidding. #

Wheeler Sammons Opens Publishing Consultant Office

Wheeler Sammons, until early this year the publisher of "Who's Who in America," has opened an office as publishing consultant at 333 N. Michigan Ave., Chicago. He will specialize in the compilation and production of reference books and directories and preparation of direct mail materials, especially for book sales.

Mr. Sammons served as the principal executive at Marquis-Who's Who and its predecessor firm, A. N. Marquis Co., from 1938 until he resigned in March. Controlling interest in Marquis-Who's Who passed from the Sammons family to Jackson Martindell of New York early this year as the result of a long drawn-out lawsuit over an option agreement between Mr. Sammons' father, who died in February, 1956, and Mr. Martindell (AA, Jan. 21, '57, *et seq*).

'Newsweek' Boosts Rogers

Richard B. Rogers, who joined *Newsweek* as an advertising salesman in 1950 in Cleveland, has been named manager of the publication's Cleveland office to succeed Baylis P. McKee, who will retire June 1 after having been with the magazine in Cleveland since 1941.

LIFE households buy MORE TOILET SOAP than the top two brands sell

Even the two biggest manufacturers don't sell enough toilet soap in a year to supply LIFE-reading households.

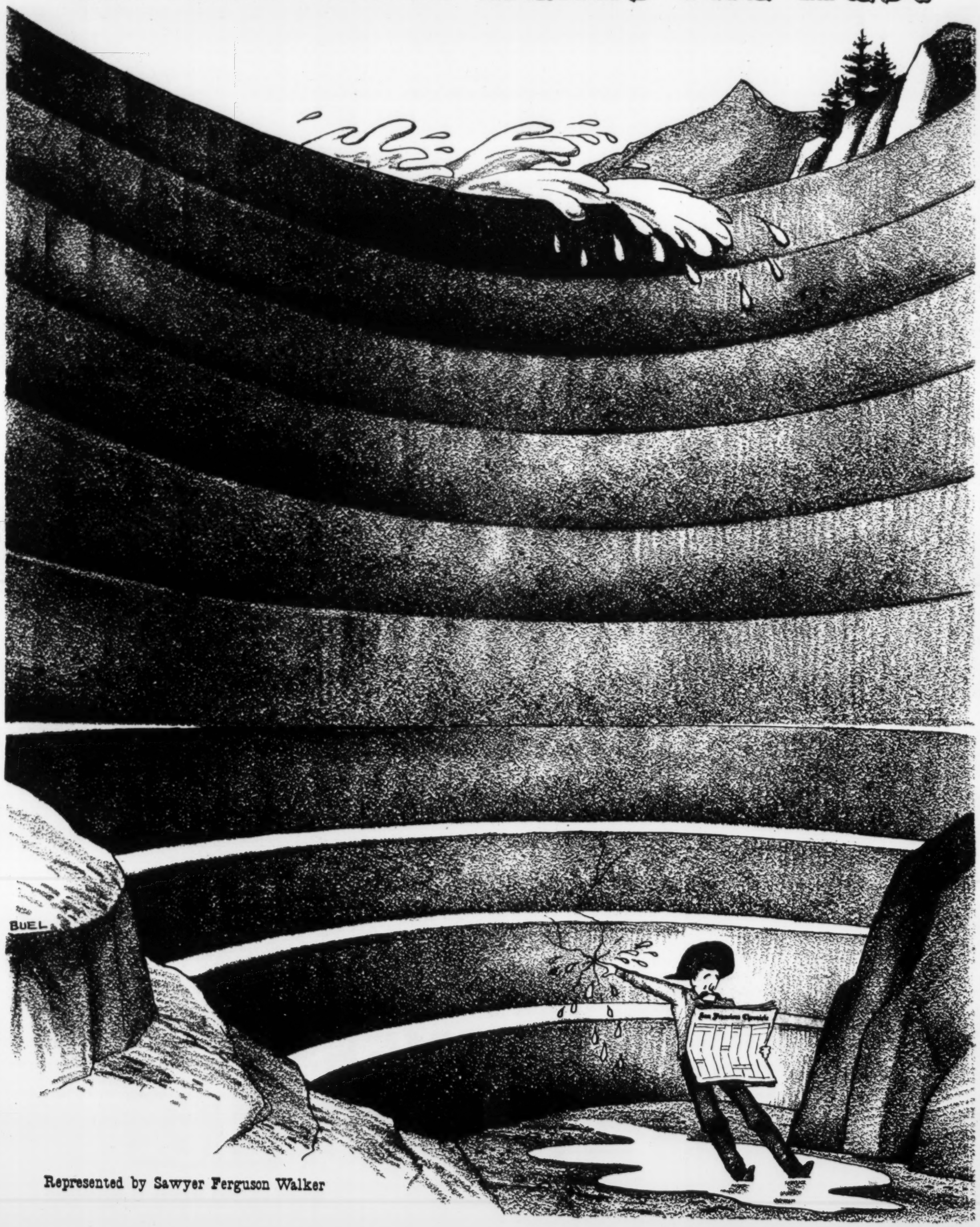
The 15,300,000 U.S. households that read an average issue of LIFE account for 35 cents out of every dollar spent on toilet soap. And over the course of six issues, this spending power builds to 66 cents out of every dollar spent on toilet soap.

It takes a big market of alert, enthusiastic, vital readers—eager to try whatever is new or better—to create a demand like this one. Yet, it is going to be even bigger in the booming Market of the 1960's.

For growth is a fact of LIFE, too. This fall LIFE's bonus to advertisers will be 400,000 over its present rate base of 6,000,000 copies a week. And next year—when toilet soap, soft drinks, cigarettes and so many other products will be selling at all-time highs—LIFE's circulation will be at an all-time high, also. Actually over 6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker